JACK TRACY
ROOM 320

NBC TRADE NEWS

February 1, 1960

ELGIN NATIONAL WATCH COMPANY TO SPONSOR JACK PAAR SPECIAL
NBC-TV NETWORK TELECAST IN PRIME TIME TUESDAY, APRIL 26

- - -

Paar Will Produce and Star in Full-Hour Presentation

Jack Paar will produce and star in a full-hour special Tuesday, April 26 (10-11 p.m. NYT) on the NBC-TV Network, it was announced today by Richard L. Linkroum, Director, Special Program Sales, NBC-TV Network.

The special show, which will be sponsored by the Watch Division of the Elgin National Watch Company through the J. Walter Thompson Company, will mark the second appearance this season of Paar on his own program during prime evening hours. Paar, who is host of "The Jack Paar Show" on the NBC-TV Network (Monday through Friday, 11:15 p.m.-1 a.m. EST), appeared as producer and star in the title role of "The Wonderful World of Jack Paar" in the high-rated "Ford Startime" special of Jan. 26.

William E. Koch, Vice President and Director of Marketing for the watch company, said: "The decision to underwrite a full-hour, special Jack Paar program results from our extreme satisfaction with the Elgin commercials on Paar's regular nightly shows. We are planning an even larger participation schedule on his late-hour shows for this Spring."

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February 1, 1960

ELECTRIC AUTO LITE PURCHASES 91 PARTICIPATIONS IN 'TODAY'

In one of the year's major investments on NBC-TV's "Today" show, the Electric Auto Lite Company has purchased 91 participations from April through Nov. 9, it was announced today by William Storke, Director of Participating Programs Sales, NBC Television Network.

The purchase was placed through Grant Advertising Inc. of Detroit.

During the period between April and early November, "Today" will devote considerable editorial content to news and feature presentations covering the primary elections, political conventions and the November elections.

"Today" is seen Monday through Friday from 7-9 a.m. New York Time.

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R.L. GREENWELL IS NAMED ART DIRECTOR, NBC TV SALES PLANNING

Robert L. Greenwell, assistant art director, TV Sales Planning has been named Art Director, TV Sales Planning, it was announced today by Dean Shaffner, Director of Sales Planning, NBC Television Network.

Mr. Greenwell, who has been at NBC since 1957, has had 21 years' experience in advertising design and art direction in the fields of advertising, films and television. During World War II he headed the graphics section of the Office of Price Administration, and has been Art Director and Production Manager of the Bureau of Advertising.

He attended William and Mary College and the Philadelphia School of Industrial Art. He lives in Nyack, N. Y., with his wife and four children.

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NBC-New York, 2/1/60

ROM THE NATIONAL BROADCASTING COMPANY
hirty Rockefeller Plaza, New York 20, N. Y.

February 1, 1960

DINAH SHORE ('WOMAN OF THE YEAR') AND ART CARNEY ('MAN OF THE YEAR') IN NBC-TV NETWORK ROSTER OF WINNERS IN RADIO-TELEVISION DAILY'S POLL

- - -

NBC Radio Network Personalities Named for Four Awards in Annual Voting

NBC Television Network stars Dinah Shore and Art Carney were voted TV's "Woman of the Year" and "Man of the Year," respectively, in Radio-Television Daily's 18th annual All-American Awards Poll of TV critics and editors. Four awards were given to NBC Radio Network's personalities.

This marks Miss Shore's fourth consecutive year as winner of the award. She was voted "Female TV Vocalist of the Year" in the poll for the sixth year.

NBC-TV's Perry Como was again voted "Male Vocalist of the Year," the sixth consecutive year he has received the honor.

Other NBC-TV programs and personalities named in the Poll included the following:

Comedy Show of the Year -- "Small World, Isn't It?" special program starring Art Carney.

Documentary of the Year -- "Our American Heritage"

Color Program of the Year -- "The Dinah Shore Chevy Show"

Commentator of the Year -- David Brinkley

Most Promising New Talent (Male) -- Pat Harrington Jr.

(more)


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Sportscaster of the Year -- Lindsey Nelson

Producer of the Year -- David Susskind

The following NBC Radio personalities were named in the poll:

Comedy Show of the Year -- Bob and Ray

Commentator of the Year -- David Brinkley

Sportscaster of the Year -- Lindsey Nelson

Director of the Year -- Peter Lassally, director of NBC Radio's "Image" series.

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NBC-New York, 2/1/60

February 1, 1960

NBC-TV NETWORK STUDYING SPRING PROGRAM ORIGINATIONS IN EUROPE VIA VIDEO TAPE FOR 'TODAY' AND 'JACK PAAR SHOW'

Bob Bendick, producer of NBC-TV Network's "Today" is in Rome this week conducting a survey in preparation for a possible "Today" origination from the Italian capital.

Bendick joined Jerry Danzig, NBC Vice President, Participating Programs, and George Rogers, Business Manager, Participating Programs in Europe.

Mr. Danzig and Mr. Rogers had been looking over facilities in London making arrangements for possible telecasts of "The Jack Paar Show."

Both series have made tentative plans to telecast from Europe via video tape during the Spring.

February 1, 1960

'THE MISSILE RACE'

General Power, Head of SAC, and Other U.S. Authorities To Examine 'Missile Gap' on 'World Wide 60' Program

General Thomas S. Power, who has taken issue with President Eisenhower's defense policy, will be among the leading American weapons authorities who will be interviewed on "The Missile Race," to be telecast on "World Wide 60" Saturday, Feb. 13 (NBC-TV Network, 9:30-10:30 p.m. EST).

The program will look into charges that the U. S. is lagging behind the Soviet Union in the development and production of missiles and that a cause of the "missile gap" is the division of responsibility among the three military services and the civilian National Aeronautics and Space Administration.

General Power, head of the Strategic Air Command, has questioned Administration policy on the SAC air alert, the B-70 bomber, space research and the Polaris missile-firing submarine. He said in a speech in Washington on Jan. 28 that the Soviet Union could wipe out America's retaliatory weapons "on the ground" two years from now.

Among other defense authorities who will be interviewed on "The Missile Race" are:

Dr. William H. Pickering of the Jet Propulsion Laboratory, the California Institute of Technology.

T. Keith Glennan, administrator of the National Aeronautics and Space Administration.

(more)

February 3, 1959

"THE PRESS'S DUTY"

General Power, Head of SAC, was once U.S. ambassador
to Ecuador [illegible] Vegetable Ivory.

General Thomas S. Power, who has taken [illegible] command
Eisenhower's defense policy, will be among the leading [illegible]
[illegible] authorities who will be interviewed on "Open Mobile Home," to
be televised on "Meet the Press" [illegible] (NBC-TV Network,
[illegible] a.m. EST).

The program will [illegible] the U. S. is leading
[illegible] the Soviet Union in the development and production of missiles,
[illegible] and what a sense of the "missile gap" is and is [illegible]
[illegible] exist among the Latin military services and the civilian National
Committee and Space Administration.

General Power, [illegible] is the Commander in Chief, Strategic Air
Command [illegible] acting on the SAC role given [illegible] by
[illegible], space research and the Polaris [illegible] submarine.

Add to a Course in Learning or use. Of [illegible] course under
[illegible] and Dr. Wallace's preliminary accounts "On the Ground" two
[illegible] time now.

Among those [illegible] who will be interviewed on
"Meet the Press" are:

Dr. William V. [illegible] of the Jet Propulsion
Laboratory, the California Institute of Technology.

[illegible] Albert Wheeler, publisher of the Cincinnati
Enquirer and [illegible] [illegible].

(more)

Rear Admiral William F. Raborn Jr., Special Project Officer, Office of the Secretary of the Navy.

Reuben B. Robertson Jr., Deputy Secretary of Defense from 1955 to 1957.

Lt. General Bernard A. Schriever, Commander of the Air Research and Development Command, Andrews Air Force Base, Washington.

The program will include reports from the SAC headquarters in Omaha, Neb., and from aboard a missile-firing submarine. It will present progress reports on more than 30 missiles, including the Atlas, Bomarc, Bull Pup, Corporal, Falcon, Hawk, Honest John, Jupiter, Polaris, Snark and Sparrow.

Frank McGee, host of "World Wide 60," will be joined by NBC News correspondent Peter Hackes and Roy Neal, who will serve as on-the-scene reporters. "The Missile Race" will be produced by Chet Hagan and directed by Robert Priaulx, under supervision of Julian Goodman, NBC's Director of News and Public Affairs.

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NBC-New York, 2/1/60

NBC COLOR TELEVISION NEWS



February 1, 1960

'BRECK SUNDAY SHOWCASE'

GEORGE SCHAEFER TO PRODUCE AND DIRECT 'TURN THE KEY DEFTLY,' ORIGINAL PLAY BY ALFRED BESTER FOR COLORCAST OF MARCH 6

George Schaefer will produce and direct an original play, "Turn the Key Deftly," for NBC-TV Network's "Breck Sunday Showcase" colorcast of March 6 (8-9 p.m. EST), it was announced today by Schaefer's independent producing organization, Compass Productions Inc.

Under Schaefer's NBC contract, Compass Productions will produce nine specials for the network this season, including six specials for the "Hallmark Hall of Fame."

"Turn the Key Deftly" is the work of Alfred Bester, who also wrote "Murder and the Android" for "Sunday Showcase" earlier this season. Bester, noted science fiction writer, is editor of the "Antic Arts" column of Holiday Magazine. "Turn the Key Deftly" is described by Schaefer as a "haunting and tantalizing mystery set behind the scenes of a traveling circus."

Following completion of the "Breck Sunday Showcase" assignment, Schaefer will produce and direct "Aimee," the story of Aimee Semple McPherson for NBC-TV Network's "Ford Startime," in association with Hubbell Robinson Productions.

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NBC COLOR TELEVISION NEWS

February 1, 1960

JOAN FONTAINE AND AGNES MOOREHEAD WILL STAR IN 'CLOSED SET,' FULL-HOUR DRAMA TO BE COLORCAST ON 'STARTIME'

Joan Fontaine and Agnes Moorehead have been signed to star in the NBC-TV Network's "Startime" colorcast presentation of "Closed Set" -- a drama about a motion picture star's lost relationship with her daughter -- for Tuesday, Feb. 16 (8:30-9:30 p.m. EST), executive producer Hubbell Robinson announced today.

"Closed Set," based on Gavin Lambert's best-selling book of short stories, "The Slide Area," will be directed by Emmy Award winner Robert Stevens and will be produced by John Houseman. Jan Scott will be the set designer for "Closed Set," which will be an NBC Hollywood origination. Rehearsals begin this week.

Houseman, who recently resigned as director of the American Shakespearean Festival at Stratford, Conn., has produced several "Playhouse 90" telecasts and is currently under contract with MGM Studios.

Stevens' recent television direction credits include "Playhouse 90," "Twilight Zone" and "Alfred Hitchcock Presents." Scott designed sets for two critically acclaimed "Startime" colorcasts, "The Turn of the Screw" and "Wonderful World of Entertainment."

(more)

Both Miss Fontaine and Miss Moorehead are Academy Award winners. They have starred in many hit motion pictures and Broadway plays. Miss Fontaine's most recent TV credits include "The Shadowy Third" on "Alcoa Theatre," "On Trial," "The Jack Paar Show" and "The Arthur Murray Party." Miss Moorehead was recently seen in "Man of His House" on "Alcoa Theatre," "Rapunzel" on "Shirley Temple's Storybook" and "The Mary Halstead Story" on "Wagon Train."

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NBC-New York, 2/1/60

NBC COLOR TELEVISION NEWS

February 1, 1960

'THE ARTHUR MURRAY PARTY FOR BOB HOPE'

- - -

Comedy Star to Be Honored Guest and 'Fall Guy' in Two-Part Colorcast;

$100,000 Fee to Be Donated to Charity for New Eye Research Fund

"The Arthur Murray Party for Bob Hope" -- a two-part colorcast "ribbing" of the top-flight TV and motion picture comedian, with Bob as honored guest and "fall guy" -- will be presented on the NBC-TV Network Tuesdays, March 15 and 22 (9:30-10 p.m. EST on each date) as a radical departure in format and concept from the network's regular colorcasts of "The Arthur Murray Party."

For the March 15 and 22 colorcasts only, there will be no celebrity dance contests. They will resume with "The Arthur Murray Party" colorcast for Tuesday, March 29.

Approximately a dozen prominent entertainment world personalities and friends of Hope, in addition to Kathryn and Arthur Murray, will join in the "roasting" of Hope through sketches, monologues and production numbers. Arthur Murray will produce the colorcasts and Kathryn will serve as hostess.

For his participation in the two half-hour colorcasts, Hope will receive one of the largest fees -- $100,000 -- ever paid for a television feature of this type. Hope, in establishing a new eye research fund, will donate the entire fee to charity.

(more)

"The Arthur Murray Party for Bob Hope" will be directed by Coby Ruskin and written by Buddy Arnold, J. Franklin Jones, Larry Markes, Jay Burton and Gig Henry.

Choreography will be by James Starbuck and musical direction by Ray Carter. Associate producers will be Lee Reynolds and James Saphier, with Betty Beaird as production assistant. Names of the 12 guest "roasters" will be announced shortly.

According to syndicated columnist Earl Wilson, who helped conceive "The Arthur Murray Party for Bob Hope," Bob's $100,000 fee will establish the Bob Hope Fight for Sight Fund of the National Council to Combat Blindness.

"Money from the fund," Wilson said, "will go for research directly to hospitals and medical schools engaged in eye research." The money will be allocated by a "Fight for Sight" committee headed by Dr. Charles A. Perera, associate clinical professor of ophthalmology of the Columbia University College of Physicians and Surgeons.

Origination point for "The Arthur Murray Party for Bob Hope" will be the Ziegfeld Theatre in New York.

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NBC-New York, 2/1/60

'MEET MR. LINCOLN' IS PUBLISHED IN BOOK FORM

A re-creation in book form of "Meet Mr. Lincoln," which NBC will telecast again Thursday, Feb. 11 (9-9:30 p.m. EST), was published by Ridge Press today. The authors are Richard Hanser, who wrote the script for the NBC-TV "Project 20" program, and Donald B. Hyatt, the producer-director.

The new book uses the full text of the Hanser script, which is drawn largely from Lincoln's own words, and a representative selection of the pictures.

When the dramatic portrait of Lincoln in his Presidential years was first presented by NBC Feb. 11, 1959, many critics hailed it as a TV masterpiece. Its still-picture animation technique gave movement and flow to century-old photographs, daguerrotypes and prints. The pictures were selected by Daniel W. Jones and his assistants from 25,000 items gathered from archives and private collections. It was perhaps the most extensive picture search ever made in the Lincoln archives of the nation.

"The pictures are a unique heritage of America, illuminating powerfully human moments of history that no words could describe," Hyatt says in a foreword to the book. "We can thank Matthew Brady, Alexander Gardner, Alexander Hesler and many unknowns for these riches."

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NBC-New York, 2/1/60

CAST AND CREDITS FOR "AFTER HOURS," TO BE COLORCAST ON NBC-TV NETWORK'S "BRECK SUNDAY SHOWCASE" SUNDAY, FEB. 7

PROGRAM: "After Hours," a romantic comedy, on "Breck Sunday Showcase"

TIME: NBC-TV Network colorcast Sunday, Feb. 7 (8-9 p.m. EST)

AUTHOR: Tony Webster

COSTUMES: Noel Taylor

SCENERY: Trew Hocker

ORIGINAL MUSIC BY: Bernard Green

MAKEUP: Bob O'Bradovich

PRODUCER-DIRECTOR: Alex March

EXECUTIVE PRODUCER: Robert Alan Aurthur

* * *

SPONSOR: John H. Breck Inc.

AGENCY: Reach, McClinton & Co. Inc.

ORIGINATION: NBC-TV Network's Brooklyn (N. Y.) Color Studios

NBC PRESS REPRESENTATIVE: Noreen Sherlock, New York

* * *

THE CAST

STEVE ELLIOTT.....Christopher Plummer

SUSAN CHAMBERS.....Sally Ann Howes

SANTA CLAUS.....Buster Keaton

DR. PHILIP WERNER.....Robert Emhardt

ALAN BUCKMAN.....Philip Abbott

EDITH CHAMBERS.....Natalie Schafer

HARRY CHAMBERS.....Paul McGrath

CONGRESSMAN.....John Fiedler

* * *

(more)

CAST AND CREDITS FOR "AFTER HOURS," TO BE TELECAST

ON NBC-TV NETWORK'S "BRICK SUNDAY SHOWCASE," SUNDAY, FEB. 7

PROGRAM: "After Hours," a romantic comedy, to be "Brick Sunday Showcase"

LINE: NBC-TV Network television (Sunday, Feb. 7 (8-9 p.m. CST)

AUTHOR: Tony Webster

DOCTUMENT: Noel Taylor

CENERY: Drew Hodges

ORIGINAL MUSIC BY: Raymond Hagen

AUDIO: Bob O'Donovan

PRODUCER-DIRECTOR: Alex Lewis

EXECUTIVE PRODUCER: Robert Alan Aurthur

* * *

SPONSOR: John H. Breck Inc.

AGENCY: Reach, McClinton & Co. Inc.

RIGINATION: NBC-TV Network's Brooklyn (N. Y.) Color Studios

BC PRESS

EPRESENTATIVE: Korean Interlook, New York

* * *

THE CAST

DREW SELCOFT.....Christopher Plummer

SUSAN CHAMBERS.....Sally Ann Howes

ANTA CLAUS.....Walter Slezak

R. PHILIP WERNER.....Robert Emhardt

LAN BUCKMAN.....Philip Abbott

UITH CHAMBERS.....Natalie Schafer

AMY CHAMBERS.....Noel Hodgson

ONNERSTAD.....John Fiedler

* * *

THE STORY

Steve Elliott, a young man who has quit his job because he doesn't want to attend the office Christmas party, is in the middle of a session with psychiatrist Philip Werner when the doctor is called away suddenly. While Elliott waits for the doctor's return, a young woman, Susan Chambers, arrives to keep an appointment with the doctor. Mistaking Elliott for the psychiatrist, she confesses that she develops headaches at the thought of her upcoming marriage to Alan Buckman. Elliott goes along with the error and takes her out to dinner, telling her this is a new approach used by psychiatrists to help cure their patients' problems. Buckman, meanwhile, checks into Dr. Werner's background and discovers he is married and the father of three children. He tells Susan, who still doesn't know the man posing as Dr. Werner is really Steve Elliott. It takes a street corner Santa Claus to solve the triangle and get the right man married to the right woman.

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NBC-New York, 2/1/60

THE STORY

Steve Elliott, a young man who has quit his job because he doesn't want to attend the office Christmas party, is in the middle of a seduction with psychiatrist Phillip Werner when news doctor is killed early Wednesday. While Elliott waits for the doctor's return, a young woman, Susan Chandler, arrives to keep an appointment with the doctor. Mistaking Elliott for the psychiatrist, she confesses that she develops headaches at the thought of her impending marriage to Ian Anderson. Elliott goes along with the error and takes her out to dinner, telling her this is a new approach used by psychiatrists to help cure their patients' problems. Susan, meanwhile, checks into Werner's background and discovers he is married and the father of three children. He tells Susan, who still doesn't know the man is dead, Werner is really Steve Elliott. It takes a request from Susan Chase to solve the mystery and get the right man married to the right woman.

WBC-New York, 8/1/60

JACK TRACY
ROOM 320

THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

2-X-H

February 2, 1960

NBC STATEMENT STRESSING TELEVISION'S RESPONSIBILITIES
TO CHILDREN SENT TO ALL PRODUCTION ORGANIZATIONS
CONTRIBUTING TO THE NETWORK'S PROGRAMMING

An NBC statement stressing television's responsibilities to children is being sent this week to all production organizations contributing to the network's programming, it was announced today by James A. Stabile, NBC Vice President in charge of Standards and Practices.

The statement and a letter signed by Mr. Stabile are accompanied by copies of the NBC Radio and Television Broadcast Standards and the Television Code of the National Association of Broadcasters. They are addressed to network program executives, producers, directors and unit managers, as well as outside executive producers, producers and directors. In the letter, Mr. Stabile said in part:

"It is important that all persons engaged in the creation of programs broadcast over NBC facilities be fully cognizant of these standards. Only in this way can you and your associates maintain the necessary strict adherence to them. I seek your personal attention to a responsible implementation and maintenance of both the spirit and the letter of these standards."

Mr. Stabile told the production units that the network was revising the NBC Standards and would send the amendments as they are adopted. He noted that in observing these standards "it is necessary to keep in mind that children watch television well into the evening."

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The statement of responsibilities said that where children are concerned "television has the special responsibility of reflecting the realities of the world at large in a way that is beneficial to young viewers." The statement emphasized the need for care in the proper treatment of sex and violence in programs reaching a family audience.

"Producers must use great care in determining the degree and intent of conflict -- not only in the actual content of a program but in the 'teaser' and 'trailer' highlights that are seen out of context," the statement said.

"Anything that approaches the sensational is unacceptable. To show an actor firing bullets into a victim already dead is entirely superfluous, not to say morbid. To extend a fist fight into a prolonged beating and to show close-ups of the facial injury goes well beyond the needs of establishing conflict and borders on the sadistic. Such extremes of violence will not be used on NBC programs for children."

In treating the relationship between the sexes, the statement said, there is reasonable acceptance of the portrayal of "affection between man and woman -- this need to touch one another and, in so doing, to demonstrate love.

"In meeting our responsibilities to the family audience we can do without the leer, the brutal set of the jaw, and the intent to possess as the symbol of power and domination."

In emphasizing the responsibilities of producers and directors, the statement suggested that parents also have the "responsibility of guiding their children in the development of good viewing habits."

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NBC-New York, 2/2/60

February 2, 1960

FRANK J. JORDAN NAMED MANAGER
OF NBC NEWS, CHICAGO

Frank J. Jordan has been named Manager of NBC News, Chicago, it was announced today by Lloyd E. Yoder, NBC Vice President and General Manager of WNBQ and WMAQ, and William R. McAndrew, Vice President, NBC News.

Mr. Jordan has been serving as acting manager of the Chicago newsroom since August, 1959. In his new assignment, he will report to Mr. McAndrew on editorial policy and to Joseph O. Meyers, Director of NBC News, on operational matters.

Mr. Jordan joined NBC News in New York in the Summer of 1956 and was transferred to its Chicago bureau as news supervisor in May, 1958. He had previously been employed by United Press International, both in this country and in Asia.

A native of Johnstown, Pa., he was graduated from the University of Pittsburgh and the Columbia University Graduate School of Journalism. During World War II, he was a member of the staff of Stars and Stripes in Rome.

Mr. Jordan was recently married to Pat Farrar, a former producer for Station WRCA-TV in New York.

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PUB-609

NBC OWNED STATIONS DIVISION

News

February 2, 1960

GENERAL MANAGERS OF NBC OWNED TELEVISION AND RADIO STATIONS MEETING IN NEW YORK WEDNESDAY, FEB. 3

General managers of the NBC Owned television and radio stations will meet in New York Wednesday, Feb. 3, for their semi-annual meeting, it was announced today by P. A. (Buddy) Sugg, Executive Vice President in charge of NBC Owned Stations and NBC Spot Sales.

The following general managers will attend the meeting: William A. Davidson, NBC Vice President in charge of WRCA and WRCA-TV, New York; Raymond W. Welpott, NBC Vice President (WRCV and WRCV-TV, Philadelphia); Stephen J. Rooney (WAMP-WFMP, Pittsburgh); Carleton D. Smith, NBC Vice President (WRC and WRC-TV, Washington); Lloyd Yoder, NBC Vice President (WNBQ, WMAQ, Chicago); Thomas McCray, NBC Vice President (KRCA, Los Angeles), and George Fuerst, KNBC, San Francisco.

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CREDITS FOR "FREEDOM IS SWEET AND BITTER," AN NBC NEWS FILM REPORT ON NBC-TV NETWORK'S "WORLD WIDE 60" SERIES SATURDAY, FEB. 6

TIME:	NBC-TV Network, Saturday, Feb. 6 (9:30-10:30 p.m. EST).
DESCRIPTION:	An in-depth study of the problems of self-government in Ghana, the first of the new African states to achieve independence. This program was prepared and filmed by an NBC News crew, headed by Chet Huntley, which spent five months in Africa.
COMMENTARY BY:	Chet Huntley
SERIES HOST:	Frank McGee
PRODUCED BY:	Reuven Frank
DIRECTED BY:	Jack Sughrue
SENIOR EDITOR:	Piers Anderton
PHOTOGRAPHED BY:	Helmut Ammon, assisted by John Shinerock
FILM EDITORS:	Robert Loweree, Walter Kravetz and Gerald Polikoff
NBC PRESS REPRESENTATIVE:	Howard Van der Meulen, New York.

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NBC-New York, 2/2/60

February 2, 1960

'SPOTLIGHT ON SOUTH AMERICA'

Bob and Millie Considine in Special NBC Radio Network Series Reporting from Nations to Be Visited by President Eisenhower

Bob and Millie Considine, one of radio's best known husband-and-wife teams, will report from the countries soon to be visited by President Eisenhower on a special program series, "Spotlight on South America," to be broadcast by the NBC Radio Network (except WRCA) Monday through Thursday, Feb. 15, 16, 17 and 18 (9:05-10 p.m. EST). (WRCA time to be announced.)

In announcing "Spotlight on South America," Albert L. Capstaff, Vice President in charge of Radio Network Programs, said: "The purpose of this series, which the National Broadcasting Company will present as a public service, is to provide the American people with a background for understanding the significance of the President's trip. We will explore the attitudes, problems and customs of the people in three countries of South America and present interviews with each nation's political leaders."

The series is scheduled to begin a week prior to the President's tour. Bob and Millie Considine are now in South America with Peter Lassally, producer of the series, and writer Alice Wallace. Peter Flynn will be the director.

The husband-and-wife team will tour Brazil, Uruguay and Argentina and report from the cities which President Eisenhower is scheduled to visit.

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"CHARLEY WEAVER'S FAMILY ALBUM" TO BE PUBLISHED

Cliff Arquette who, as Charley Weaver is a frequent guest on NBC-TV's "Jack Paar Show," will issue his second book, "Charley Weaver's Family Album" April 4. It will be published by John C. Winston Co. of Philadelphia.

The book consists of old-fashioned photographs which Arquette has created of his Mt. Idy friends. Arquette's first venture as an author, "Charley Weaver's Letters from Mamma," was on the best-seller list for several months.

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NBC-New York, 2/2/60

JACK TRACY
ROOM 320

ADDRESS BY ROBERT E. KINTNER,
President, National Broadcasting Company,
At a special meeting of the Association
of National Advertisers membership
At Plaza Hotel, New York City,
Tuesday, February 2, 1960

2-X-H

I am indebted to Don Frost, Paul West and the Association of National Advertisers for inviting me to present, on behalf of a segment of the broadcasting industry, some views on the problems facing broadcasting, as well as some comment concerning the validity of criticism of broadcasting practices, including those of advertisers, and the steps that have been taken to meet valued criticism.

First, let me state my opinion that public discussion and scrutiny of media and advertising practices -- whether they take place before Congressional Committees, the Federal Communications Commission, the Federal Trade Commission, or before industry groups such as this one -- are worthwhile. Operating as we do a tremendously forceful national medium, based on stations licensed by the government, we must be responsive to considered and legitimate criticism, and we must also bring public understanding to bear on the criticism which is without real basis or substance. This premise equally applies to newspapers, magazines and other public information sources, although of course broadcasting has the special qualities of operating under government license in an unusually intimate relationship with its audience.

As for advertising itself, whether it is broadcast over the air waves or distributed through print, it behooves advertisers and their agencies to give similar full evaluation to criticism.

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There is no doubt that among a small group of advertisers there have been attempts to capitalize on public media through advertising that is not in good taste and is not reliable as to claim. Although you and I know that these advertisers represent a very small portion of the advertising business, they can well bring down on legitimate advertisers and the media they use, a type of regulation and control that basically would not be in accord with the operation of our economic system.

It is particularly important at this time to appraise and correct abuses in all media, because if we are to have the genuine prosperity within this country and the force for peace outside this country, during the next decade, advertising must play an important part in broadening our industrial and economic resources.

Although I believe criticism should be carefully analyzed, I similarly believe that care should be taken that a small group of articulate critics are not successful in weakening an essential force in support of our business development -- namely, the use of legitimate advertising methods as the vital element in this country's distribution system.

Turning to the broadcasting industry, I would like to summarize certain principles which should be applicable to all of us in the business. Basically, the broadcaster -- whether he is a network or a station operator -- must assume the final responsibility to the public for the quality and the diversification of programs, for the good taste, acceptability and the reliability of the advertising message and for the basic obligation of serving the public interest. Although the broadcaster must take the ultimate responsibility, there

is an equal responsibility on the advertiser -- and in addition a legal one -- for the honesty of his commercial claims.

We in broadcasting have undergone severe criticism -- and in part it is legitimate criticism -- for deceitful and dishonest program practices that developed within our very fast growing, extremely potent medium. The quiz scandals cannot be excused -- in hindsight, it is apparent that greater precautions should have been taken by the broadcaster to detect and prevent the fraudulent practices conducted in secrecy by a small group of people. Similarly, there is no excuse for payola -- whether it is a payment to a disc jockey to play a record, or a payment to a comedian to mention a brand.

By the institution of precautionary measures, we at NBC believe that these deceptive practices have been ended -- and, subject to the moral fiber of individuals -- we feel sure that they can be avoided in the future. If they are not, it will not be because we have not devoted great time and effort to setting up standards and practices and systems of control to avoid them. At the same time, we feel that while the former abuses in the quiz programs require the strictest of controls to prevent their recurrence, they do not warrant NBC's abdication of this type of programming that is extremely popular among the 45 million homes that watch television.

The broadcaster, to our mind, must assume and is assuming these basic responsibilities:

First. We must present quality programming -- programming that is well written, well produced and well protrayed. This criterion of quality cannot be confined to the cultural, public affairs and news

(more)

programs. It is equally important to have quality in westerns, mysteries, variety shows, adventure shows and in all types of programming.

Let me add, as an aside, I see nothing wrong -- some of our critics do -- with a good western. However, I do believe it should be a quality production, with the same attention to production values as is given the Telephone Hour, the Hallmark programs or the American Heritage series. I must honestly say that some broadcasting schedules may be getting unbalanced with too many westerns.

Second. The broadcaster has the obligation to present a service which will make a real contribution to the varying tastes and interests of his audience. In some situations -- particularly in radio where there are a large number of facilities in a market -- this can be done by a specialized service, because the normal forces of competition will produce a range of different services meeting the needs of the total audience. In most television situations, however, the broadcaster's obligation is to present a diversified program structure, so that over the course of a week, he will offer something of interest to every significant element in the audience he serves.

This latter standard certainly applies to the television networks. As mass media, they have the responsibility of developing a balanced service in which a substantial portion of their total programming will be attractive to the great majority of Americans. But they also must recognize the value of providing a proportion of programs which appeal to more specialized tastes, and which may ultimately attract a wider audience. A service which ignored the desires and tastes of the great bulk of Americans would be just as

much against the public interest as a service which directed its programming exclusively to maximum audiences during every period in the total schedule.

Creating and maintaining such a balanced schedule is a difficult task. It requires the ability to judge public tastes and also to lead public taste without getting so far ahead of it as to lose contact with the audience. Most television broadcasters conscientiously seek to strike the proper balance in their schedules. They have led the public taste by presenting operas, news programs in prime times, important documentaries, and live dramatic shows. While appreciated by large numbers of people, the audiences to these programs have generally been smaller than those of regular entertainment shows. This is no reason not to present them. All of us should continue to use all of our creative acumen to acquaint Americans with cultural and informational values that may not be as familiar to many of them as the appeal of regular entertainment fare.

Third. Broadcasters have a definite obligation to inform the country through comprehensive news and public affairs coverage. All of the networks, I am sure, lose millions of dollars each year on on-the-spot news coverage, regular news programming, special news shows and companion efforts. I would invite the interest of this group to a hard core of listeners and watchers who value greatly these public affairs efforts. In this connection, the three television networks recently agreed among themselves to schedule a minimum of one hour a week of public affairs, cultural or educational programs in evening network option time periods where each network's programming would not conflict with the others'. This was done under the auspices

of Chairman Doerfer of the FCC, because government approval was necessary to permit agreement on this form of non-conflicting scheduling. As far as NBC is concerned, we intend to maintain more programming in this field than the weekly hour agreed upon, but the agreement has the value of assuring the public of network public affairs programming spread across different evenings, to permit the widest viewer choice.

Fourth. The broadcaster has an obligation to review and evaluate the commercial messages he presents as to honesty of claims, good taste and suitability to the program on which they appear.

For many years, the networks have maintained standards on the content of their advertising. We at NBC, through our new Department of Standards and Practices, have been reviewing and strengthening our methods of operation to eliminate any questionable or borderline practices which may have developed over the past ten years of television's tremendous growth. We have been amplifying our own code of standards, while urging our affiliated stations to subscribe to the general industry code of the National Association of Broadcasters. As of this time, well over 90% of the national television circulation covered by the NBC Television Network is represented by NBC Network Stations which are Code members. We have been spending particular effort on a most difficult job -- trying to evaluate the validity of claims. We are receiving the cooperation of the great bulk of sponsors and agencies.

Without attempting to give definitive answers, because they would vary among advertisers, these pertinent questions might be asked for your consideration at this ANA Meeting:

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Are a small group of advertisers trying to see how close to the borderline of good taste they can go in their claims?

Does a small group of advertisers attempt to submit defensible advertising with messages designed to leave a misleading impression by inferences growing out of the claims?

Are certain advertisers attempting to use an unfair shortcut against their competitors through unfair comparisons of products?

Are certain advertisers trying to press too hard for ratings?

I do not cite these questions as typical of advertising practices. In fact, I think they are not typical. But I do believe the time is appropriate for the advertiser, in the spirit of self appraisal, to ask himself these and similar questions.

Fifth. The broadcaster, in our belief, has compelling reasons to turn to all sources of creativity in building his schedule, both inside and outside of his own house. There is no question that each network should have strong creative resources of its own and supply a substantial amount of programming from its own production. This is particularly important in the field of news and public affairs programming, dealing with public issues and information, where we believe that the network rather than the individual sponsor must be in full control of the presentation.

However, because of the enormous volume of total programming which each network must present, and the fact that the medium needs

program concepts and techniques from the widest range of sources, networks should not bar any creative groups, whether they are independent producers, motion picture studios, advertising agencies or sponsors themselves. We do not believe that we have a monopoly on creativity at NBC, and we welcome sponsor-owned programs of a type and quality that fit into our schedule.

Sixth. At NBC, we have tried on a regular basis to keep not only our advertisers, but all national advertisers, informed of the steps that we have taken to avoid questionable practices and to improve our standards and practices as well as the quality and diversity of our programming.

However, a quick summary might be in order. Beginning last Fall, we created a permanent department, the Department of Standards and Practices, which I have mentioned before. This Department was established to carry forward and centralize the control procedures and policy review we had started long before. It has been proceeding carefully, thoughtfully, and systematically in collecting the facts on the various practices and procedures followed in our operations; proposing standards relating to these practices for management policy review; and after such review and evaluation, preparing policy statements to govern the practices.

Through this Department, we have established rules to guard against payola and kickbacks, and have defined proper procedures in the handling of merchandise prizes, announcement of recorded material, news interview practices, and the like. Our critics have claimed that in conducting this work, we are trying to create a police unit. This is not correct. Analysis of the facts of existing practices is a necessary starting point in appraisal and evaluation, but the

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Department's function goes far beyond investigation of the facts. It is an arm of management for continuing policy review of all program and advertising practices in our operations, so that we may assure ourselves, our advertisers and our audiences that these practices are conducted with unquestionable ethics.

I believe that the broadcasting industry should be careful not to push the "panic button" in its desire to remove criticism of its operation. The broadcasting industry is in great part "show business," and to remove the "make-believe" elements of show business which are present in the Broadway theatre and in motion pictures would decrease the entertainment value of the programs and the ability of the producers to do their best job.

By the same token, we should not push a "panic button" on the themes and subjects with which broadcasters can deal, whether in the entertainment or information fields. Broadcasting is mature enough to cope with the presentation of controversial issues whether they be in the field of morality, politics, crime or scientific advancement, and the audience is also mature enough to respond with interest and attention to the sensitive and honest treatment of such issues in proper program frameworks. However, these controversial issues must be dealt with in an informed and competent way -- giving opportunity for expression of various important viewpoints, and using types of programming suitable to expressing the views. It is my opinion that in the past television has had too many taboos. Its greater maturity will come from evolution, not revolution.

The broadcasting business, including its advertising messages, should be constantly reviewed for continuing efforts at

improvement. The method of change lies in self appraisal by individual companies and collective self regulation to the degree consistent with the operation of individual companies and government law.

I hope that I have made clear that we at NBC do not believe that, like an ostrich, we should hide our head in the sand and ignore evaluated criticism. Equally, we do not believe we should be panicked into changes, some of which are suggested by those whose economic position is threatened by the effectiveness of broadcasting, and others by those who have no real knowledge of the broadcasting schedule that actually is made available to the public.

In closing, let me say that there seems to be, in certain quarters of our public opinion leaders, a failure to recognize that "advertisers" are the same as the industrial and service companies that produce the goods that make the American economy. These critics have unfairly created the derogatory label of "Madison Avenue" as a cliche to charge agencies and advertisers with disinterest in the public welfare and with interest in using sharp devices to sell America goods that it does not want or need. Although perhaps this epithet would apply to a very small segment of industry and advertising agencies as well as to a small segment of broadcasting and other media, we should remember that "advertising" -- wherever it is carried -- represents the selling arguments of responsible and efficient companies in a free competitive society, where the final choice is that of the individual.

I should like to compliment again the ANA for bringing together this group of national advertisers and leave with you a last thought -- to paraphrase -- that all is not the best in this possible world, but all is also not the worst.

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NBC-New York, 2/2/60

JACK TRACY
ROOM 320

ROM THE NATIONAL BROADCASTING COMPANY
irty Rockefeller Plaza, New York 20, N. Y.

'SENSIBLE SELL,' RATHER THAN SOFT OR HARD SELL,
URGED UPON TV ADVERTISERS BY ROBERT W. SARNOFF

FOR RELEASE THURSDAY A.M., FEB. 4.

DETROIT, Feb. 3 -- The "sensible sell," rather than the soft or hard sell, was urged upon television advertisers tonight by Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, to help meet the challenge posed by current charges of deception and poor taste.

Mr. Sarnoff told the Michigan Council of the American Association of Advertising Agencies that commercials should also be tailored more closely to program content "so that the viewer will not resent an interruption of mood or a jarring clash of styles."

In addition, he suggested, "every advertiser should examine whether his needs cannot be served effectively by image-building programs in the public affairs and cultural fields."

Underscoring the importance of credibility in commercials at a time when "suspicion" is being cast, he said:

"This is not necessarily a matter of the 'soft sell' versus the 'hard sell'; today's market puts the accent on the 'sensible sell'."

The NBC Board Chairman made these suggestions while praising as "admirable" the A.A.A.A.'s recently issued interpretation bulwarking its Copy Code on television commercials. He said that NBC is maintaining its own established safeguards and will expand them as necessary.

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"At NBC our safeguards have been in force for many years," he said. "Our procedures in accepting commercials have always required the advertiser to substantiate claims and we now also require a warranty on the validity of any demonstrations."

Commenting on proposals for a "magazine concept" of commercial television, Mr. Sarnoff pointed out that this concept has been operating in one sense at NBC for years in such participating programs as "Today" and "The Jack Paar Show." These programs permit a wide variety of advertisers to buy commercial announcements, thus serving the advertisers' purpose and providing support for "two unique and valuable programs we have developed," he said.

In a different version of the magazine concept, however, a new pattern of programming would be imposed on the networks, requiring rotation of commercials through a schedule of different programs and giving the advertiser no identification with a single program, Mr. Sarnoff said.

"I strongly oppose any requirement of this sort, and I do not think that its advocates have thought through its meaning and effect," he said. "It seems to me that an advertiser has as much right to select the program he will sponsor as he does to choose the magazine in which his advertisement will appear."

On the issue of advertising propriety, Mr. Sarnoff said, television bears a particularly heavy responsibility because of its "special impact and power," notably its

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unique ability to command full attention within "the intimacy of the family circle" and to demonstrate a product in action.

"But this does not mean that competing media should enjoy special treatment by law enforcement agencies," he said. "An advertising claim that is false in one medium is false in another and should be treated accordingly."

In the last analysis, Mr. Sarnoff said, "the current situation is a challenge not only to the integrity of the advertiser but to the ingenuity and imagination of the advertising man in reaffirming his claim on public favor and trust. On the basis of past achievement, I have every confidence that the advertising man will succeed."

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NBC-2/3/60

ADDRESS BY ROBERT W. SARNOFF,
Chairman of the Board,
National Broadcasting Company,
Before Michigan Council of American
Association of Advertising Agencies,
Detroit, Michigan,
February 3, 1960

"Creativity in Television," the subject assigned to me this evening, might readily be adapted to read, "Television Is Creativity." The two words, it seems to me, are virtually synonymous. Television's job of programming thousands of hours a year poses a creative challenge unprecedented in the history of human expression.

The challenge was most dramatic during the medium's early years. They were years of almost chaotic creativity, innovation and experiment. Television was mushrooming at such a pace that even within the industry, it was impossible to keep up with every new development. It seemed there was not even time to read about them. Methods of doing things were changing while we were doing them. The wide open spaces on the television schedules were waiting to be filled. At one time, in desperation to fill them -- and fill them on a shoestring -- there were so many interview shows on the air that someone remarked: "If this keeps up, television will run the risk of scraping the top of the barrel."

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We have come a long way in twelve short years. Where television once consisted largely of wrestling matches and transplanted vaudeville, we have attained a remarkable diversity of program forms; we have attracted outstanding creators and performers from the other entertainment fields and we have discovered our own; we have cultivated high skill in the techniques of production; we have developed a scope and balance, both in entertainment and information, undreamed of in the primitive television schedules that enchanted our first viewers.

For all its shortcomings and problems, network television in twelve years has certainly achieved a triumph of creativity. And for that very reason, the creative task ahead is even harder. The current state of television has reached such diversity and proficiency that, in the old show-business phrase, it is "a tough act to follow."

In the hectic dawn of the medium, it was not difficult to put on the kind of show that had never been done before; there was so much that had not yet been tried. The spirit of experiment generated its own excitement. There was the luxury of making mistakes while learning -- and the encouragement of critics who often valued intentions almost as highly as results. I trust you have all noticed the difference in recent years.

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But if the creative forces in television have a tougher assignment these days, there is still an enormous potential. One of the great challenges to creativity lies in the unending quest for higher quality in all that we do, whether a Western or a variety show, a documentary or a mystery; it is the continuing job of striving to impart fresh and imaginative content to the forms that have become popular staples.

Beyond this, there are still new forms and new programming concepts to explore and develop. The special program, a concept pioneered by NBC, has grown and changed. Specials now give a sense of occasion to three fixed time periods in our weekly schedule, and others are seen at irregular intervals throughout the season. Next season may well see developments in the direction of turning a whole evening of programming over to a single highly creative showman.

There are great strides to be made in public affairs programming, an area that now commands greater attention than ever before; it is an area that should gain sharply from a combination of growing editorial skill and new technical advances -- such as television tape, intercontinental transmission and color.

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These same techniques will continue to add to the scope and flexibility of our entertainment resources as well. The possibilities of color, for example, have barely been tapped as creative elements in television drama, to name only one program category.

We will go on trying to mix the perfect blend of program balance. Since the audience comes in over 100 million varieties, it won't be possible to achieve the blend to everyone's full satisfaction, but we will strive to come closer to that ideal. And in the process, we expect to offer a great deal of rewarding viewing for the greatest possible range of tastes and interests.

As an advertising medium, television has developed creatively to adapt its unique power to the needs of advertisers of all sizes and types, from the small local merchant who buys a spot to the institutional advertiser who sponsors a network series. Even in a network operation, there are excellent opportunities for smaller-budget advertisers in such arrangements as participating, alternating and shared sponsorships. As a matter of fact, more than half of our clients at NBC last year spent under $250,000.

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There has been considerable talk lately about the so-called magazine concept of commercial television. Under examination, this concept can have interpretations as different as "Playboy" and "The National Geographic." In one sense, the magazine concept has been operating at NBC for years in such participating programs as "Today" and "The Jack Paar Show," which are NBC productions in which a wide variety of advertisers buy commercial announcements. This is another example of the medium's flexibility for advertisers, and it not only serves their purposes affirmatively, but provides support for two unique and valuable programs we have developed.

Under another interpretation of the magazine concept, advertisers would be foreclosed from selecting the program in which they wanted their commercials to appear, and would be barred from playing any role in the program process. Under this conception, their commercials would be rotated by a network through a schedule of different programs, and it has been suggested that this basic change in the commercial pattern of television be imposed as a requirement on networks.

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I strongly oppose any requirement of this sort, and I do not think that its advocates have thought through its meaning and effect. It seems to me that an advertiser has as much right to select the program he will sponsor as he does to choose the magazine in which his advertisement will appear. Hallmark Cards can elect to run an ad in The New Yorker if it wishes -- or it can choose Good Housekeeping. It should have the same right to choose the program with which it wants its product associated.

For an advertiser to lose identification with a program of his choosing is not only an unfair restriction but it would weaken his advertising impact, reduce his opportunity to create a planned image and eliminate the proven merchandising benefits of traditional sponsorship.

Another effect of this version of the magazine concept would be to deprive television programming of the creative resources of the advertising agencies. We at NBC take full responsibility for the composition of our network schedule, and sometimes that has meant turning down programs offered by advertisers because we felt they did not come up to the mark.

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But we have also learned over the years to value the judgment and creativity of many agency broadcasting specialists, and I would like to see this fruitful association encouraged, not ended.

From the standpoint of advertisers, television has developed fresh technical resources that have begun to enhance its creative effectiveness and will do so even more. These innovations are color and television tape recording. The use of tape is enlarging television's scope and flexibility and at the same time creating great efficiency and economies in the use of studios, facilities and personnel. Perhaps tape's greatest boon to advertisers is in the production of commercials. It can give them the quality and flexibility of film at a much lower cost.

Color is an advertising plus that has been proved in all media. In television, its impact and effectiveness are so much more powerful than black-and-white that as color set circulation continues to grow, it will provide advertising values far greater than the small added costs of color production. The addition of color to television's unique combination of sight, sound and demonstration makes it truly the "dream" medium. The growing use of color will make television even more effective for advertisers in a wide range of specialties from house furnishings to the ready-to-wear industries -- as it has already become for the automobile manufacturers.

The most immediate challenge to the creativity of the television advertiser, and the one that seems to be claiming most of our attention these days, is posed by the current charges of deception and poor taste.

I willingly recognize that on the issue of advertising propriety, television bears a particularly heavy responsibility that is the price of its special impact and power. Just as we assume full responsibility for the programming we present, so do we assume final responsibility to the public for the advertising we present. Television's unique ability to enter the intimacy of the family circle and to command full attention for any message that fills the screen imposes higher standards of taste than might apply to a small ad in the back pages of a newspaper. Moreover, since television is the only advertising medium with the power of demonstrating a product in action, the broadcaster and the television advertiser must concern themselves with the validity of demonstrations. But this does not mean that competing media should enjoy special treatment by law enforcement agencies. An advertising claim that is false in one medium is false in another and should be treated accordingly.

At NBC our safeguards against such transgressions have been in force for many years. Our procedures in accepting commercials have always required the advertiser to substantiate claims and we now also require a warranty on the validity of any demonstrations. A complaint from the Federal Trade Commission is in the nature of an unproved charge, and when commercials

have met our standards, we do not automatically suspend them because of such complaints, though we do take a hard look at the original substantiation.

In keeping with a recent amendment to the NAB Code, we do not believe it is deceptive for a commercial to use artifice or special techniques to depict a product as it actually looks and works, any more than it is deceptive for a retoucher to airbrush the photograph in a magazine ad. That is the policy that the FTC itself has publicly declared.

I am reluctant to presume to tell advertising men how to do things differently to overcome any erosion of public confidence resulting from the storms through which we have been passing. The simplest prescription is to recommend the admirable new "Interpretation of the A.A.A.A. Copy Code With Respect to Television Commercials." But I will risk three suggestions in particular. I believe strongly that every advertiser should examine whether his needs cannot be served effectively by image-building programs in the public affairs and cultural fields. Secondly, I would urge advertising agencies to tailor their commercials more closely to program content so that the viewer will not resent an interruption of mood or a jarring clash of styles. A commercial is not just an attention-getting device; it should create good will, or at least not invite resentment.

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Finally, a time when it may be fashionable to cast suspicion is a good time to strive for credibility. Is seeing your commercial believing it? Since recent events have spread some skepticism in the audience, it becomes an extra creative burden to tell your story convincingly. This is not necessarily a matter of the "soft sell" versus the "hard sell"; today's market puts the accent on the "sensible sell."

That is all the selling I will try to do. There have been various proposals for cooperative action by advertisers, agencies and media to maintain high standards of truth and taste in advertising. We have them under serious study. In any event, we plan to maintain our own established procedures in this sensitive area, and to expand and sharpen them as necessary. In the last analysis, however, the current situation is a challenge not only to the integrity of the advertiser but to the ingenuity and imagination of the advertising man in reaffirming his claim on public favor and trust. On the basis of past achievement, I have every confidence that the advertising man will succeed.

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NBC-2/3/60

February 3, 1960

THOMAS B. McFADDEN IS PROMOTED TO VICE PRESIDENT, NATIONAL SALES MANAGER, NBC-TV NETWORK

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MAX E. BUCK IS APPOINTED EASTERN SALES MANAGER

Thomas B. McFadden, Vice President, General Sales Executive, has been promoted to Vice President, National Sales Manager, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

At the same time, Mr. Durgin announced the appointment of Max E. Buck, Station Manager, WRCA-TV, as Eastern Sales Manager.

"In filling these key positions in our network executive sales group," Mr. Durgin said, "we are particularly fortunate to be able to call upon the services of two such highly qualified men from within the NBC organization."

Mr. McFadden will report to Mr. Durgin. Mr. Buck will report to Mr. McFadden.

Mr. McFadden is a veteran of more than 25 years' service with NBC. He became the first General Manager of WRCA-TV (then WNBT), in 1948, having become General Manager of WRCA the year before.

Two years later, Mr. McFadden was transferred to KRCA (then KNBH) in Hollywood. In 1952 he was brought back to New York to re-organize and head NBC Spot Sales.

He was elected a Vice President of NBC on Dec. 3, 1954, and on April 6, 1956 became Vice President in charge of WRCA and WRCA-TV.

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He was promoted to Vice President, NBC Owned Stations and Spot Sales, on Sept. 17, 1956.

He first joined NBC in September, 1934, and was employed successively as a newswriter and sports editor before being called to active duty on Dec. 7, 1941, the day the Japanese attacked Pearl Harbor.

After his discharge from the Air Force in 1945 as a captain, Mr. McFadden rejoined the news staff. In April, 1946, he was appointed Director of News and Special Events for WRCA (then WEAF).

Mr. McFadden was born in New York City. He lives with his wife and two sons in Upper Montclair, N. J.

Before joining NBC in January, 1953, as Director of Merchandising for the NBC Owned Stations and Director of Advertising-Merchandising-Promotion for WRCA and WRCA-TV, Mr. Buck was, for 11 years, vice president in charge of sales and advertising for a 25-unit super market chain in New Jersey.

During his tenure with Kings Super Markets, Mr. Buck compiled an outstanding record. In 1952 he won all three major awards in the retail food field: the First Brand Names Retailer-of-the-year Award from the Brand Names Foundation, the Super Market Institute plaque for promotion of nationally-advertised brands, and the Socrates Award for the finest retail food advertising in the United States. In 1958 he was awarded a special citation by the Super Market Institute as "grocery Salesman Extraordinary" and was hailed for his contributions to the food industry.

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3 - Promotions

On March 13, 1957, Mr. Buck was named Director of Sales and Marketing for WRCA and WRCA-TV.

A graduate of Brooklyn College, he began his career in the newspaper field, on the editorial staff of the New York Journal-American and subsequently the Philadelphia Evening Record. He was born in New York City. He lives with his wife, Lillian, and two children in West Orange, N. J.

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NBC-New York, 2/3/60

February 3, 1960

'THRILLER'

Full-Hour Filmed Series of Classic and Original Mysteries
To Be Produced by Hubbell Robinson Productions
For NBC-TV Network Scheduling in 1960-61

"Thriller" -- a full-hour filmed series of classic and original mystery dramas -- will be produced by Hubbell Robinson Productions, Inc., for presentation in prime evening time on the NBC Television Network during the 1960-61 season, it was announced today by David Levy, Vice President, NBC Television Network Programs and Talent.

The new series, to be written or adapted by top creative writing talent, is described by executive producer Hubbell Robinson as "a combination of mystery and adventure with special accent on stories of normal people who find themselves -- because of emotion, greed or circumstances -- involved in or threatened by crime."

Fletcher Markle will produce the series for Robinson's company. James Cavanaugh will be associate producer and story editor for "Thriller." Cavanaugh, noted TV writer, has been associated with "Startime," "Alfred Hitchcock Presents," "Climax" and "Playhouse 90."

Twenty-six properties have already been selected for the new series, Robinson stated. The first "Thriller" to be filmed will be "Doubles in Death," an adaptation by Cavanaugh of the novel by

(more)

William Grew. Three top-name stars will head the cast of the drama to be directed by Arthur Hiller.

In addition, an important entertainment world personality will be signed to host the new series.

"Thriller" goes into production Feb. 15. All presentations of the new series will be filmed in black and white on location in the United States and abroad and at the Revue International Studios in Hollywood.

Hubbell Robinson Productions is the producer of the NBC-TV Network's series of 39 "Startime" colorcasts sponsored by the Ford Motor Company.

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NBC-New York, 2/3/60

5 - Tuesday

February 3, 1960

FIVE TOP WINNERS OF NBC PROMOTION MANAGERS CONTEST TO TOUR HOLLYWOOD AND LAS VEGAS

The five top winners of the second annual NBC Promotion Managers Contest begin -- on Saturday, Feb. 6 -- a full-week, all-expense round of receptions and tours of NBC studios and lots, and clubs and hotels in Hollywood and Las Vegas, Al Rylander, Director of Promotional Services for the NBC Television Network, announced today.

The five top winners -- out of more than 100 NBC-TV affiliated station promotion managers participating in the competition for the best, most complete and imaginative campaigns on behalf of the 1959-60 NBC-TV seasonal schedule -- include (in order of their finish):

Caley Augustine, WIIC-TV, Pittsburgh; Jim Knight, WTRF-TV, Wheeling, W. Va.; Charles Cash, WSM-TV, Nashville, Tenn.; Henry F. Hines, WBAL-TV, Baltimore, and Miss Edna L. Seaman, WFBC-TV, Greenville, S. C.

They will meet stars of many NBC-TV programs, watch rehearsals, filming and taping, and observe the inside of network production, planning and programming.

According to Mr. Rylander, the tour will include visits with Jack Bailey of "Queen for a Day"; Dinah Shore of "The Dinah Shore Chevy Show"; Ralph Edwards of "This Is Your Life" and Tennessee Ernie Ford of "The Ford Show." The winning promotion managers will meet network executives at a reception in Hollywood on Feb. 12.

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The tour will also include visits to the Sahara and Dunes Hotels and the Folies Bergere in Las Vegas, and to the Revue Universal Studios, the Cocoanut Grove, Disneyland and Knotts Berry Farm, as well as numerous other attractions in the Los Angeles area.

Contest judges -- all in the advertising field -- were Lewis Titterton, Compton; Herminio Traviesas, BBDO; James Beale, K & E; Michael Johnson, William Esty; Lee Rich, B & B; Al Hollender, Grey; George Frey, SSC&B; Paul Louis, Leo Burnett; Doris Willens, advertising columnist, New York Journal-American, and Carl Spielvogel, advertising columnist, New York Times.

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NBC-New York, 2/3/60

3.- Production Personnel Involved:

CORRECTION, PLEASE:

"The Missile Race: Time for Decision" on "World Wide 60" Saturday, Feb. 13 (9:30-10:30 p.m. EST) will be telecast in black and white only. Not in color.

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NBC-New York, 2/3/60

CORRECTION, PLEASE:

"The Middle Years: Time for Decision" is "Middle Years Made Easy" Saturday, Dec. 15 (9:30a.m.-12:30 p.m. Each) will be celebrated in black and white only. Join in color.

NBC COLOR TELEVISION NEWS

February 3, 1960

'Breck Sunday Showcase' Colorcast

JULIE HARRIS TO STAR IN 'TURN THE KEY DEFTLY,' ORIGINAL MYSTERY BY ALFRED BESTER

Julie Harris has been signed to star in "Turn the Key Deftly," an original play to be colorcast on NBC-TV Network's "Breck Sunday Showcase," Sunday, March 6 (8-9 p.m. EST), it was announced today by George Schaefer's Compass Productions Inc. Compass will produce the play in association with NBC-TV.

Schaefer, who will produce and direct "Turn the Key Deftly," has previously directed Miss Harris in "Little Moon of Alban," "Johnny Belinda" and "A Doll's House" on the "Hallmark Hall of Fame."

"Turn the Key Deftly" is a mystery set behind the scenes of a traveling circus. The author, Alfred Bester, is a noted science fiction writer. He was represented on "Sunday Showcase" earlier this season with a drama entitled "Murder and the Android."

CAST, CREDITS AND MUSIC LISTING FOR 'FORD STARTIME' COLORCAST OF "THE SWINGIN' YEARS" ON NBC-TV NETWORK TUESDAY, FEB. 9

PROGRAM:	"The Swingin' Years" on "Ford Startime"
TIME:	NBC-TV Network colorcast Tuesday, Feb. 9 (8:30-9:30 p.m. EST)
FORMAT:	A salute to the era of the big name bands -- America's "swing" decade spanning the Mid-Thirties and Early Forties, when nearly everyone danced.
HOST:	Ronald Reagan
STARRING:	In order of appearance, Gene Krupa, Anita O'Day, Tex Beneke and The Modernaires, Bob Crosby and the Bobcats, Guy Lombardo and his orchestra, Jack Leonard, Count Basie and his orchestra, Glen Gray and his Casa Loma band, Helen O'Connell, Bob Eberle, Woody Herman and the Woodchoppers.
FEATURING:	Ray Bauduc and Bobby Haggart (with the Bobcats)
PRODUCED BY:	Gil Rodin
EXECUTIVE PRODUCER:	Hubbell Robinson (for Hubbell Robinson Productions, Inc.)
DIRECTOR:	Greg Garrison
WRITTEN BY:	Tom Waldman and Frank Waldman
ASSOCIATE PRODUCER:	George T. Simon
UNIT MANAGER:	George Habib
ASSISTANT DIRECTOR:	Jay Krause
ASSOCIATE PRODUCER:	Jules Seidman
PRODUCTION ASSISTANT:	Jeanne Messerschmidt

(more)

CAST: (REGULAR AND MOVIE LISTING FOR "MORE BEAUTIFUL CORPSES
OF "THE SHADOW" MINUS" ON NBC-TV NETWORK TUESDAY, FEB. 4

CONAN:

MC

DWEI:

ET:

MARINO:

LOUBINE:

DIRECTED BY:

PRODUCTIVE PRODUCER:

DOCTOR:

LITTEN CY.

SOCIALTY PRODUCER:

IT MAWAGER:

ASSTANT DIRECTOR:

SOCIATE PRODUCER:

DUCTION ASSISTANT:

'The Swinging Years' Tops 'Forty Pounds'
NBC-TV Network Attempts Innovation
(1:30-2:30 P.M., EST)

A Salute to the Era of Big Time Bands --
America's "Swing" Decade Spotlights Ten Name
Directors and Early Morning, Most Noted
Composers Opened.

Donald Meeker

In order of appearance, Dana Dalton, Judy
Olley, Ben Bennet and Ted Mossmiller, Ann
Crosby and Jon Roberts, Guy Lombardo and
Orchestra, Jack Leonard, Diane Dwyer and Ida
Lupino, Glen Gray and the Casa Loma Band,
Helen O'Connell, Jack Teagle, Woody Herman
and the Woodchoppers.

Roy Bowles and Bloom Wagner (with Ben
Cooper)

Bill Muntz

Russell Erickson (for Lupino Productions
Productions, Inc.)

Mary Chapelon

Tom Mellman and Evans McLaren

Dwayne E. Hixon

Jerome Pasco

Jay Arnaz

Julia Coleman

Frances Summerfield

COSTUMES:	Ray Aghayan
MAKEUP:	Bill Moreley
LIGHTING:	John Casagrande
AUDIO:	Art Brearley
A TELEVISION PRESENTATION OF:	Hubbell Robinson Productions, Inc.
ORIGINATION:	NBC Color Studios, Burbank, Calif., and Chicago (for Guy Lombardo and Count Basie sequences)

* * *

SPONSOR:	The Ford Motor Company
AGENCY:	J. Walter Thompson Company
NBC PRESS REPRESENTATIVES:	Bill Fague (Hollywood), Charlie Gregg (New York)

* * *

MUSIC LISTING

1. Opening -- Ronald Reagan
2. "Starburst" -- Gene Krupa
3. "Drum Boogie" -- Gene Krupa with vocal by Anita O'Day.
4. "Chattanooga Choo Choo" -- Tex Beneke and the Modernaires.
5. "St. Louis Blues March" -- Tex Beneke and members of the Glenn Miller Orchestra.
6. "South Rampart Street Parade" -- Bob Crosby and the Bobcats.
7. "Big Noise from Winnetka" -- Bob Crosby and the Bobcats with Ray Bauduc and Bobby Haggart.
8. "Boo Hoo," "Twelfth Street Rag" -- Guy Lombardo and his Orchestra.

(more)

Credits for "The Singing Horse"

Story:

Art Direction:

Design:

Art Direction:

Photography:

Animation:

Color Design:

Music:

Lyrics:

Performed by:

Recorded at:

Mixed by:

Mastered by:

Special Effects:

Animation Camera:

Opticals:

Titles:

Color Timing:

Negative Cutting:

Sound Effects:

Dialogue Recorded by:

Re-recorded by:

Music Editor:

Sound Editor:

Supervising Sound Editor:

Production Manager:

Assistant Director:

Production Coordinator:

Production Assistant:

Production Secretary:

Animation Checking:

Ink & Paint:

Camera:

Assistant Animators:

Layout:

Background:

Assistant Editor:

Apprentice Editor:

Re-recording Mixer:

Dubbing Assistant:

Assistant Sound Editor:

Foley Artist:

Assistant Re-recording Mixer:

Music Coordinator:

Orchestrations:

Conductor:

Vocal Arrangements:

Choir:

Choir Director:

Choir Contractor:

Choir Manager:

Choir Librarian:

Choir Pianist:

Choir Vocal Coach:

Choir Assistant:

Choir Soloist:

Choir Soloist:

Choir Soloist

3 - Credits for "The Swingin' Years"

9. "Marie" -- Jack Leonard and the Tommy Dorsey orchestra.
10. "One O'Clock Jump" -- Count Basie and his orchestra.
11. "No Name Jive" -- Glen Gray and his Casa Loma orchestra.
12. "Tangerine" -- Helen O'Connell and Bob Eberle with the Jimmy Dorsey orchestra.
13. "Four Brothers," "Caldonia" -- Woody Herman and the Woodchoppers.
14. Closing, "St. Louis Blues March" -- Ronald Reagan, all.

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NBC-New York, 2/3/60

9. "Movie" -- Jeff Leonard and the Tony Bovell orchestra.

10. "One O'Clock Jump" -- Count Basie and His Orchestra.

11. "No More Cry" -- Glen Burt and His Jazz Ensemble.

12. "Trapeze" -- Walter O'Donnell and Bob Dorris with the Gerry Mayne Orchestra.

13. "Four Brothers," "Caldonia" -- Woody Herman and the Woodchoppers.

14. Closing, "St. Louis Blues March" -- Muddy Waters, all.

MSC-New York, $2.98

JACK TRACY
ROOM 320

2-X-H

February 4, 1960

EDWARD R. HITZ PROMOTED TO VICE PRESIDENT, GENERAL SALES EXECUTIVE, NBC-TV NETWORK

\- - -

Angus Robinson and Cyril C. Wagner Named As Director and Manager, Respectively, Of TV Network Sales, Central Division

The promotion of Edward R. Hitz, Vice President in charge of Television Network Sales, Central Division, to Vice President, General Sales Executive, was announced today by Thomas B. McFadden, Vice President, National Sales Manager, NBC Television Network.

At the same time, the appointments of Angus Robinson to Director, Network Television Sales, Central Division, and of Cyril C. Wagner to Manager, Network Television Sales, Central Division, were announced. Mr. Robinson will report to the National Sales Manager, Mr. McFadden, and Mr. Wagner to Mr. Robinson.

Mr. Hitz has been a member of the NBC organization for more than 30 years and is returning to New York after more than 12 years with the Central Division in Chicago. He was Manager of Television Network Sales there for two years before being elected Vice President in charge of Television Network Sales, Central Division, on Dec. 6, 1954.

He joined NBC as a salesman in 1928 and in 1934 and 1935 was in charge of the network's Philadelphia office. Back in New York, he became assistant to the Vice President in charge of Sales in 1939. In April, 1947, he was appointed Assistant Sales Manager of Eastern

(more)

Network Sales and in the following year became Assistant Director of Network Sales. Before going to Central Division, he was Manager of Eastern Sales Division.

Mr. Hitz was born in Cleveland, Ohio. He is married and has two daughters and a son.

Mr. Robinson, who has been Manager, Television Network Sales, Central Division, joined NBC in August, 1953, as a network television salesman in Central Division. He was formerly a partner in Walter O'Keefe Enterprises, a program packaging firm in Hollywood. Before that, he was a sales executive with Hearst Publications and Parents Magazine, both in Chicago. He was in the merchandising division of This Week magazine in Minneapolis from 1940 to 1942. He served with the U. S. Marines during World War II. Born in Montclair, N. J., he lives with his wife and five children in Barrington, Ill.

Mr. Wagner joined NBC in 1953 and has been a network television salesman in the Central Division. Prior to that he held a similar position with the ABC Television Network for more than three years. From 1945 through 1949, he was Midwest Indoor Editor for Billboard magazine. He served with the U. S. Army Air Corps in World War II.

He lives with his wife and two children near Barrington, Ill.

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NBC-New York, 2/4/60

ROM THE NATIONAL BROADCASTING COMPANY
hirty Rockefeller Plaza, New York 20, N. Y.

February 4, 1960

ADMIRAL RICKOVER'S APPEARANCE ON "MEET THE PRESS" HAS RESULTED IN BIGGEST AUDIENCE RESPONSE IN PROGRAM'S HISTORY

Vice Admiral Hyman G. Rickover's criticism of American education on NBC's "Meet the Press" on Jan. 24 has brought the largest audience response in the 14-year history of the program. ("Meet the Press" is presented Sundays on the NBC-TV and NBC Radio Networks.)

Lawrence E. Spivak, producer of "Meet the Press," said that the program has received more than 10,000 requests for copies of the interview. He said that the most unusual aspect of the mail response was that viewer comment was virtually unanimous in its praise of Admiral Rickover's remarks.

Admiral Rickover, author of the book "Education and Freedom" and known as "father of the atomic navy," declared in the interview that education was the most important problem facing the U. S. and called for fundamental changes in the American public school system. He said that "the children in our schools are wasting their time on many subjects which have nothing to do with education whatsoever."

Following are representative excerpts from letters received by "Meet the Press":

"A most needed challenge of our educational position. One must agree with the Admiral's recommendations..."

"We were very impressed with the honesty and forthrightness with which Admiral Rickover expressed his views concerning our public school system..."

"In the opinion of this listener, your interview last night with Admiral Rickover was a high-water mark. I doubt whether this will be duplicated for a long time to come..."

"I wish every American could have heard what he said. His answers to the press queries were dynamic, straightforward, with no quavering -- and every answer he gave was the truth..."

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NBC-New York, 2/4/60

CREDITS FOR 'OVERLAND TRAIL' ON THE NBC-TV NETWORK

TITLE:	"Overland Trail"
TIME:	NBC-TV Network, Sundays, 7-8 p.m. EST
PREMIERE DATE:	Sunday, Feb. 7, 1960
STARS:	William Bendix (as Frederick Kelly) Doug McClure (as Flip Flippen)
PREMIERE EPISODE:	"Perilous Passage"
GUEST STARS (PREMIERE EPISODE):	Lynn Bari (as Belle Starr), Robert J. Wilke (as Cole Younger), Gregory Wolcott (as Brett Reed), Tyler McVey (as Marshal Denny), Craig Duncan (as Jack Keel), Harry Guardino as (Johnny Caldwell)
DIRECTED BY:	Virgil W. Vogel and others
WRITTEN BY:	Samuel A. Peeples and others
PRODUCED BY:	Samuel A. Peeples
EXECUTIVE PRODUCER:	Nat Holt
PRODUCTION COMPANY:	Overland Stage-Bilben
FILMED AT:	Revue Productions, Hollywood
DIRECTOR OF PHOTOGRAPHY:	Jack MacKenzie, A. S. C.
ART DIRECTOR:	Raymond Beal
EDITORIAL SUPERVISOR:	Richard G. Wray

(more)

2 - Credits for 'Overland Trail'

FILM EDITOR:	Robert Leo
MUSIC SUPERVISOR:	Joseph E. Romero
SOUND:	Vernon W. Kramer
ASSISTANT DIRECTOR:	James H. Brown
SET DECORATOR:	Richard Siegel
COSTUME SUPERVISOR:	Vincent Dee
MAKEUP:	Jack Barron
HAIR STYLIST:	Florence Bush
NBC PRESS REPRESENTATIVES:	Don Jones (Hollywood), Charlie Gregg (New York).

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NBC-New York, 2/4/60



NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Feb. 14 - 20 (All Times EST)

Sunday, Feb. 14

8-9 p.m. -- "The Devil and Daniel Webster" - a Rexall TV Special starring Edward G. Robinson and David Wayne.

9-10 p.m. -- "The Dinah Shore Chevy Show" - Dinah presents an all-Italian show tonight with Domenico Modugno, the Trovajoli Dance Group, Joey Alfidi and special guest Rossano Brazzi.

Monday through Friday, Feb. 15-19

6:30-7 a.m. -- "Continental Classroom" - Modern Chemistry.

11-11:30 a.m. -- "The Price Is Right" - with emcee Bill Cullen.

12:30-1 p.m. -- "It Could Be You" - with emcee Bill Leyden.

Monday, Feb. 15

10-11 p.m. -- "The Steve Allen Plymouth Show" - Henry Fonda, Tom Poston and Art Farmer's Jazz Group are guests tonight on the first of two successive programs to be colorcast in New York.

Tuesday, Feb. 16

8:30-9:30 p.m. -- "Ford Startime" presents "The Closed Set," starring Joan Fontaine and Agnes Moorehead.

9:30-10 p.m. -- "The Arthur Murray Party" - tonight's guests are Farley Granger, Roddy McDowall and George DeWitt. Kathryn and Arthur Murray star.

Wednesday, Feb. 17

8:30-9 p.m. -- "The Price Is Right" with emcee Bill Cullen.

(more)

Wednesday, Feb. 17 (Cont'd)

9-10 p.m. -- "Perry Como's Kraft Music Hall" - with tonight's guests Jose Ferrer, Patrice Munsel and singer Frank D'Rone.

Thursday, Feb. 18

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford, with tonight's guest Peter Palmer.

Friday, Feb. 19

9:30-10 p.m. -- "Masquerade Party" - Bert Parks is emcee.

Saturday, Feb. 20

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

2:15 p.m.-to conclusion -- NBC-NBA Professional basketball game - Detroit Pistons vs. Cincinnati Royals.

4:30-5 p.m. -- "Racing from Hialeah" - the Widener Handicap.

7:30-8:30 p.m. -- "Bonanza" - tonight "Desert Justice."

* * *

CORRECTION ON NBC-TV NETWORK COLORCAST SCHEDULE FOR FEBRUARY

Saturday, Feb. 27

9:30-10:30 p.m. -- Kill: "The Shape of Things" on "World Wide 60." This time period will be taken tonight by "Journey to Understanding," Volume III, Report I, which will be telecast in black and white only.

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[illegible] Feb. 17 (Cont'd)

[illegible] E.S.T. -- "Perry Como's Diner Music Hall" - warm [illegible]
[illegible] Como, Jack Haley, Marian Marsh and Singer Naomi D'Arno.

[illegible] Feb. 18

[illegible]-10 p.m. -- "The Pure Milk Hour," starring Thurmond Arvin Todd,
[illegible] Nora Rourke's Robert Brian Players.

[illegible] Feb. 19

[illegible]-10 E.S.T. -- "Vaudeville Party" - Bert Wade Le Grande.

[illegible] Tue. 20

[illegible]-10:30 E.S.T. -- "The Penny Lobby Show"

[illegible]:30-11 E.S.T. -- "The Fifty And Thirty Hour"

[illegible] E.S.T. -- [illegible] Protestant Basketball Game -
[illegible] Stadium vs. Cleveland Coyote.

[illegible]-2 E.S.T. -- "Reading Time Guidman" - The Atlanta Constitution.

[illegible]-7:30 p.m. -- "Dinnerama" - Cooking [illegible] Demonstration.

* * *

CONNECTION OF [illegible] STATIONS CONSTITUTE NATIONAL [illegible] NETWORK

Saturday, Feb. 17

[illegible]-10:30 p.m. -- KYCA "The Chimes of Normandy" on "Metro-
[illegible] Hour," then this period will be [illegible]
by Loose Change up "Jo-Mary to
Confirmation." Number 113.
Report of Music [illegible] to Tele-
[illegible] Guide and Radio only.

JACK TRACY
ROOM 320

ROM THE NATIONAL BROADCASTING COMPANY
irty Rockefeller Plaza, New York 20, N. Y.

MAX E. BUCK IS ELECTED VICE PRESIDENT, EASTERN SALES,
NBC TELEVISION NETWORK, AND WILLIAM F. FAIRBANKS
VICE PRESIDENT, SALES, NBC RADIO NETWORK

FOR RELEASE MONDAY A.M., FEB. 8

Max E. Buck has been elected Vice President, Eastern Sales, NBC Television Network, and William F. Fairbanks has been elected Vice President, Sales, NBC Radio Network, it was announced today by Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company.

Mr. Buck was appointed Eastern Sales Manager, NBC Television Network, on Feb. 3, and before that had been Station Manager of WRCA-TV, the company's owned television station in New York.

Mr. Fairbanks was appointed Director of Sales, NBC Radio Network, on Jan. 20, and before that had served as National Sales Manager for the Radio Network.

* * *

Mr. Buck joined NBC in January, 1953, as Director of Merchandising for the NBC Owned Stations and Director of Advertising-Merchandising-Promotion for WRCA and WRCA-TV. He was named Director of Sales and Marketing for WRCA and WRCA-TV in March, 1957, and was appointed Station Manager, WRCA-TV, in March, 1959.

Before joining the company he was, for 11 years, vice president in charge of sales and advertising for a 25-unit super-market chain in New Jersey. During this period he won four major

(more)

awards and citations in the retail food field for his promotion and advertising campaigns and contributions to the food industry.

A graduate of Brooklyn College, he began his career on the editorial staff of the New York Journal-American. He later was with the Philadelphia Evening Record. Mr. Buck was born in New York. He lives with his wife and two children in West Orange, N. J.

* * *

Mr. Fairbanks was in the NBC Research and Sales Presentation Department from 1931 to 1942 and was Chief of Allocations for the Office of War Information from 1942 to 1944. After serving as account executive for Ivory Soap at Compton Advertising, Inc., from 1944 to 1946, he was Director of Sales Planning for the Mutual Broadcasting System from 1946 to 1950. He was Eastern Sales Manager and an account executive for ABC Radio prior to becoming National Sales Manager in 1954. He rejoined NBC as National Sales Manager for NBC Radio in 1956.

Mr. Fairbanks attended Brooklyn Polytechnic Institute. He lives with his wife and three children in Riverside, Conn.

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NBC-New York, 2/5/60

February 5, 1960

BLOCK DRUG COMPANY AND HAZEL BISHOP INC.
TO SPONSOR COLORCAST 'MASQUERADE PARTY'

Block Drug Company and Hazel Bishop Inc. have purchased sponsorship of "Masquerade Party," colorcast on the NBC-TV Network Fridays (9:30-10 p.m. EST), it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"Masquerade Party" returned to NBC-TV on Jan. 29 and presents Bert Parks as host with panelists Lee Bowman, Faye Emerson, Sam Levenson and Audrey Meadows, who attempt to guess identities of guest "masqueraders."

The Block Drug purchase was made through Grey Advertising Agency, Inc., and the Hazel Bishop sponsorship was placed through Donahue & Coe Inc.

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NBC SPOT SALES

News

February 5, 1960

SURVEY TO GIVE VIEWS OF NBC SPOT SALES TIMEBUYER OPINION PANEL ON USE AND POTENTIALITIES OF PUBLIC SERVICE PROGRAMMING

A questionnaire on the present use and future potentialities of public service programs has been sent to 1,200 agency timebuyers and other media executives who are members of the NBC Spot Sales Timebuyer Opinion Panel.

In announcing the survey -- sixth in a series of opinion studies conducted by NBC Spot Sales -- Richard H. Close, Director of NBC Spot Sales, said: "Public service programming, created to inspire or inform the public and broaden their understanding of the community and the world in which we live, is currently attracting the serious attention of alert broadcasters, discerning critics and important audiences.

"On the station level, responsible broadcasters have come to recognize that public service programming is not a dull requirement but rather a bright opportunity to strengthen community ties. Through this type of programming, the station is becoming a much sought-after voice in local affairs -- political, religious, cultural and educational."

(more)

Following are some of the questions included in the poll:

-- Do you believe that you would be more inclined to recommend the purchase of a public service program if you were supplied with more qualitative audience information than is presently available?

-- In your opinion, does it tend to run true that a station which develops a strong public service image also provides greater sales effectiveness for advertisers?

-- Do you believe that a public service program can be an effective advertising vehicle to help mold a corporate image, promote a high-cost hard goods product or promote a low-cost, high turnover product?

-- Do you think that the exploration of a controversial subject is detrimental to the program's sponsor if both sides of the issue are fairly presented?

-- Many people in the industry believe that the type of programming surrounding a commercial has a distinct bearing on the commercial's sales effectiveness. Aside from audience size, do you feel that public service programming is more or less desirable a surrounding than the average commercial programming?

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NBC-New York, 2/5/60

February 5, 1960

DEFENSE RESEARCH CHIEF AND 4 MEMBERS OF SENATE ARMED SERVICES COMMITTEE JOIN LIST OF AUTHORITIES TO BE INTERVIEWED ON 'WORLD WIDE 60' PROGRAM, 'THE MISSILE RACE'

Dr. Herbert F. York, director of Defense Research and Engineering, and four members of the Senate Armed Services Committee have been added to the list of authorities on America's missile program who will be interviewed on "The Missile Race" over the NBC-TV Network Saturday, Feb. 13 (9:30-10:30 p.m. EST).

The senators are Henry M. Jackson (D.-Wash.), Stuart Symington (D.-Mo.), Styles Bridges (R.-N. H.) and Prescott Bush (R.-Conn.).

"The Missile Race," a telecast in the "World Wide 60" series of public affairs programs, will examine charges that the Soviet Union is outstripping the United States in the development and production of missiles. One of the military experts to be interviewed on the telecast, as previously announced, is General Thomas S. Power, head of the Strategic Air Command, who said recently that the Russians could wipe out America's retaliatory weapons "on the ground" two years from now.

The current Senate hearings on missile problems and that part of President Eisenhower's news conference on Feb. 3 which dealt with U. S. defense policy will be covered in this comprehensive study.

(more)

Six missiles will be shown in operation -- the Titan and the Atlas in the ICBM group, the air-to-air Sparrow, the ground-to-ground Jupiter, the ground-to-air Nike Hercules, and the air-to-ground Hounddog which is carried by a B-52 bomber. Progress reports will be presented on more than two dozen other missiles in several categories. The telecast also will present the first films of the Thor missile base in England.

The background material for today's missile work will include films of the late Dr. Hutchings Goddard, America's pioneer in rocketry, who experimented in the 1930s. His achievements were ignored by the United States, but German engineers used them in developing the V-2 rocket. The films were obtained from Dr. Goddard's widow.

What the average citizen thinks about the U. S. missile program will be shown through interviews in supermarkets in Los Angeles, Atlanta, Ga., Oklahoma City and Rivervale, N. J.

As previously announced, "The Missile Race" will include interviews with Dr. William H. Pickering of the Jet Propulsion Laboratory, the California Institute of Technology; T. Keith Glennan, administrator of the National Aeronautics and Space Administration; Rear Admiral William F. Raborn Jr., Special Project Officer, Office of the Secretary of the Navy; Reuben B. Robertson Jr., Deputy Secretary of Defense from 1955 to 1957, and Lt. General Bernard A. Schriever, Commander of the Air Research and Development Command, Andrews Air Force Base, Washington.

Frank McGee, host of "World Wide 60," will be joined by NBC News correspondents Peter Hackes and Roy Neal for on-the-scene reporting.

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NBC-New York, 2/5/60

THEATRE WORKSHOP OF NBC EMPLOYEES IN N.Y. WILL STAGE WILLIAM INGE'S "PICNIC"

Two stage performances -- for an invited audience only -- of William Inge's drama "Picnic" will be presented in March by the NBC Theatre Workshop, a group consisting of personnel from various departments of the National Broadcasting Company in New York.

"Picnic" will be the first showcase for employee talent since the Workshop's recent reactivation. In the past, the group has presented an original musical and the drama, "All Summer Long."

Tickets for "Picnic," which will be staged in NBC Studio 6A in Rockefeller Center, will be gratis to NBC employees. Casting directors, agents and NBC executives are expected to view the production.

"Picnic" will be produced by Keith Donaldson (Radio Network) and directed by Harvey V. Fondiller (Press Department). Rehearsals will begin next week. Peggy Miran (Press Department) is chairman of the group's executive committee.

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NBC-New York, 2/5/60

[illegible]

JACK TRACY
ROOM 320

NBC TRADE NEWS

February 8, 1960

JACK PALANCE TO STAR IN "THE BARBARIANS," FULL-HOUR SERIES BASED ON F. VAN WYCK MASON'S NOVEL, ON NBC-TV NETWORK IN PRIME EVENING TIME DURING 1960-61 SEASON

Jack Palance will make his debut in a television series as the star of "The Barbarians," based on F. Van Wyck Mason's best-selling 1934 novel of slavery, love and war in the days of Rome and Carthage. It will be produced by the NBC Television Network for prime evening time presentation during the 1960-61 season as a full-hour historical action-adventure series.

David Levy, Vice President, NBC Television Network Programs and Talent, announced the major new project today.

To be filmed on location at actual historical sites in Italy, "The Barbarians" will be produced by John Lee Mahin and Martin Rackin, who also will write for the series, and will be directed by Rudy Matte. It will be the first television series based on the Roman Empire.

"Here is a vivid, dramatic story of a time two centuries before Christ," Mr. Levy said. "Hannibal's elephants were sweeping down on the decadent Roman Empire and it was a time of gladiators, slavery, galley ships and great land and naval wars."

Palance will star as Ravik (Cealwyn in the Mason novel), a barbarian king's son who is captured and enslaved by the Carthaginian legions. Rescued from crucifixion, he leads a slaves' revolt, turns

(more)

pirate and finally helps capture ancient Syracuse for the Romans. Despite his barbarian ancestry, Ravik becomes a powerful personage in Roman society, politics and trade.

Palance made his screen debut in Elia Kazan's "Panic in the Streets" in 1950. He subsequently was seen in "Sudden Fear" (1952) and "Shane" (1953).

Palance, 41, is a native of Pennsylvania, a former prizefighter and an Air Corps veteran of World War II. His first important acting assignment was as understudy to Marlon Brando in "A Streetcar Named Desire" on Broadway. This was followed by a starring role in the stage hit, "Darkness at Noon."

With "Sudden Fear" came fame, and featured or starring appearances in a succession of motion pictures, including "Second Chance," "Arrowhead," "House of Numbers," "Man in the Attic," "Sign of the Pagan," "The Silver Chalice," "Kiss of Fire," "The Big Knife," "I Died 1,000 Times," "Attack," "Lonely Man" and "The Man Inside."

Palance earned wide attention with his starring role in one of television's most critically acclaimed single productions, "Requiem for a Heavyweight." He is a resident of Beverly Hills.

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NBC-New York, 2/8/60

NBC COLOR TELEVISION NEWS

February 8, 1960

SEVEN BIG SHOWBUSINESS NAMES ARE ADDED TO TWO-PART COLORCAST OF 'ARTHUR MURRAY PARTY FOR BOB HOPE'

Seven additional showbusiness "pals" of Bob Hope -- who will join in the "roasting" of Hope on the NBC-TV Network's two-part colorcast of "The Arthur Murray Party for Bob Hope" Tuesdays, March 15 and 22 (9:30-10 p.m. EST on each date) -- were announced today by producer Arthur Murray.

The seven include (listed alphabetically) Tony Bennett, Gloria De Haven, Rocky Graziano, Alan King, Dorothy Lamour, Ethel Merman and Janis Paige. Jack Paar was previously announced as a guest on the show. All of the participants will appear in both segments of "The Arthur Murray Party for Bob Hope."

Names of additional guests for the ribbing, with Hope as "fall guy," will be announced shortly. Marking Hope's 10th year on television, the two-part program will be directed by Coby Ruskin, with Kathryn Murray as hostess.

Bob Hope will donate his $100,000 fee to the newly established Bob Hope Fight for Sight Fund of the National Council to Combat Blindness. "The Arthur Murray Party for Bob Hope," a ribbing of Hope through sketches, monologues and production numbers, will originate on color video tape from the Ziegfeld Theatre in New York.

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February 8, 1960

'THE ART CARNEY SHOW'

ART CARNEY TO STAR IN COLORCAST OF 'THE BEST OF ANYTHING,' REVUE BASED ON AMERICAN FONDNESS FOR GIVING AWARDS

Art Carney will star in a topical revue -- "The Best of Anything" -- the Friday, March 4 colorcast of "The Art Carney Show" on the NBC-TV Network (8:30-9:30 p.m. EST). The satirical revue will be the third presented by Carney in his series. (The others were "Small World, Isn't It?" and "Very Important People").

The theme of "The Best of Anything" will be the American instinct to present awards to everyone from physicists to plumbers on every possible occasion. The TV industry will come in for its share of spoofing, too.

Bert Shevelove will direct the revue, as he did the two previous Carney shows in the revue format, and it will be written by Larry Gelbart and Sheldon Keller, who wrote both past revues. "The Best of Anything" will be produced by David Susskind for Talent Associates, in association with the NBC-TV Network.

"The Art Carney Show" is sponsored by the United Motors Service, General Motors Corporation, and the AC Spark Plug Division, General Motors Corporation. Campbell Ewald Company is the agency for United Motors, and D. P. Brother & Company for the AC Spark Plug Division.

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NBC COLOR TELEVISION NEWS

February 8, 1960

'TALENT SCOUTS' MAKES A ONE-SHOT RETURN TO TELEVISION
ON 'FORD STARTIME' COLORCAST OF TUESDAY, FEB. 23

- - -

Topflight Entertainment Personalities Will Introduce Performers

A one-shot return to television of the former long-running "Talent Scouts" program will be the "Ford Startime" colorcast presentation Tuesday, Feb. 23 (8:30-9:30 p.m. EST) on the NBC-TV Network. Dave Garroway, in the role once held by Arthur Godfrey, will serve as host for the colorcast.

Irving Mansfield, creator of the "Talent Scouts" program which had a 10-year run (1948-1958) on CBS-TV, will be executive producer of the "Ford Startime" colorcast version. Grey Lockwood is the director and William Nichols will produce, with Danny Daniels as choreographer.

The "Talent Scouts" return will have prominent entertainment world personalities introducing young performers on the threshold of stardom. The "talent scouts" for the colorcast will include Joan Crawford, Ethel Merman, Jack Paar and Richard Rodgers, and others will be announced shortly.

Miss Merman will introduce Paul Wallace, a singer and dancer in the current Broadway hit, "Gypsy," in which Miss Merman stars.

(more)

Rodgers will present Lauri Peters, who has a featured role in another Broadway hit musical, "The Sound of Music," which Rodgers has co-authored with Oscar Hammerstein II. Other performers will be announced.

The NBC-TV Network's series of 39 colorcast "Startime" specials, sponsored by the Ford Motor Company through J. Walter Thompson Company, is produced by Hubbell Robinson Productions, with Hubbell Robinson as executive producer for the series. "Talent Scouts" will be the 21st Tuesday night "Startime" colorcast on NBC-TV.

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NBC-New York, 2/8/60

February 8, 1960

CHURCH SERVICE SET TO JAZZ AS "A REQUIEM FOR MARY JO"

\- - -

Dramatic Story of Musician's Memorial to Infant Daughter Will Be Telecast on "World Wide 60" Program

The moving story of a musician who set a traditional church service to jazz as a memorial to his infant daughter will be told in "A Requiem for Mary Jo" on the NBC-TV Network's "World Wide 60" series Saturday, Feb. 20 (9:30-10:30 p.m. EST).

The story will be told in straightforward chronological fashion by Ed Summerlin, composer of the jazz liturgy; his wife, Mary, and two Methodist clergymen who encouraged and advised him in this experiment. Interspersed with the narration will be an actual church service at which the jazz composition was performed.

Summerlin, a 31-year-old clarinetist-saxophonist, is studying for a doctorate at North Texas State College, Denton, Tex., and he also teaches arranging and instrumentation there. Mary Jo, the Summerlins' first child, died in Denton Jan. 27, 1959, of a congenital heart defect. She was 9 months old.

Although the Summerlins were church-going people, they were not regular members of the First Methodist Church in Denton, and their first personal contact with the Rev. Bill Slack Jr., assistant pastor, came the night the infant girl was dying. The grief-stricken father saw the clergyman frequently after that, and at one of those meetings

(more)

the Rev. Mr. Slack suggested to Summerlin the possibility of working with his music, in the context of a church service.

The Rev. Mr. Slack says in the filmed narrative that Summerlin's only response was, "I'll think about that." "And I more or less put the idea out of my mind," the clergyman adds, "because he didn't particularly jump up and down."

However, the idea took hold. Summerlin's wife says, "Eddie was very excited and very happy about the chance to do something like that, and so he got busy thinking about it."

Summerlin explains that it was hard to find a starting point. "There was this problem of writing music that would be jazz, but would be the kind of music that would make people feel they were prepared to worship," he says.

When Summerlin brought the clergyman a tape of a prelude for a church service that he had composed, the Rev. Mr. Slack realized that Summerlin was going ahead with the project and would need more guidance than he could give him. This help was sought of Dr. Roger Ortmayer, an ordained clergyman of the Methodist Church and professor of Christianity and the Arts at Perkins School of Theology, Southern Methodist University.

Professor Ortmayer -- the fourth narrator in "A Requiem for Mary Jo" -- suggested that Summerlin adapt his music to the liturgy devised by John Wesley, the founder of Methodism, for regular Sunday morning services of a local parish. This service is essentially the order contained in The Book of Common Prayer.

Summerlin's liturgical jazz was first played at Perkins Chapel, Southern Methodist University, by the composer and a group of his friends last May, with Professor Ortmayer as the reader of the

service. The music was performed for the second time last August at Purdue University, West Lafayette, Ind., where it was used as the musical setting for the daily morning chapel service of a Methodist Youth Conference.

The service to be shown in the telecast was filmed during the Methodist Church Conference. The music was played by an eight-piece band, with Summerlin conducting and playing tenor saxophone. Professor Ortmayer again was the reader, and the responses were given by about 250 teenagers.

Chet Huntley will give the mood setting for the program. Frank McGee is host of the "World Wide 60" series. "A Requiem for Mary Jo" will be produced by Reuven Frank and directed by George Murray.

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NBC-New York, 2/8/60

NBC COLOR TELEVISION NEWS

February 8, 1960

'ALPHABET CONSPIRACY' COLORCAST WILL BE REPEATED IN 'BELL SYSTEM SCIENCE SERIES'

Languages of the world are the subject of "The Alphabet Conspiracy," featuring Hans Conried and Dr. Frank Baxter, to be colorcast in the "Bell System Science Series" Sunday, March 20 on the NBC-TV Network (6 p.m. EST). This will be a repeat showing of the film, which was highly acclaimed when telecast last year on NBC.

Dr. Frank Baxter plays Dr. Linguistics, with Hans Conried as the Mad Hatter. Child star Cheryl Callaway is cast as a little girl who, in a dream, goes to help the Hatter and the Jabberwock (Dolores Starr) destroy the alphabet so she'll have no more homework. However, Dr. Linguistics shows them just what the alphabet means to them in their daily lives. Other "languages" such as drum talk, whistling and sign language, and speech machines and translating machines, are illustrated and explained.

The program was prepared under supervision of a scientific advisory board, with Dr. W. Freeman Twaddell as principal adviser. Owen Crump produced the program at Warner Brothers for the Bell System. Leo Salkin and Richard Hobson wrote the script.

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JACK TRACY
ROOM 320

NBC TRADE NEWS

February 9, 1960

PEPSI-COLA ORDERS NBC RADIO NETWORK PARTICIPATIONS AMOUNTING TO A NET TOTAL OF $775,000

A massive schedule of participations on the NBC Radio Network, amounting to a net total of $775,000, has been ordered by Pepsi-Cola Co., it was announced today by George A. Graham Jr., Vice President and General Manager of the NBC Radio Network.

The schedule, which started Feb. 1, will continue on the air until Oct. 23. It consists of one-quarter sponsorship of "News-on-the-Hour" and commercials on "News of the World," "You Bet Your Life," "People Are Funny" and "Monitor."

In making the announcement of the purchase, Mr. Graham said: "Pepsi-Cola, a company which attained sales prominence by using a memorable radio campaign years ago, still recognizes the tremendous selling power of the medium."

The Pepsi-Cola purchase on NBC Radio represents one of the largest soft-drink campaigns on radio in recent years.

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February 9, 1960

STEPHEN A. FLYNN AND JOSEPH IARICCI PROMOTED
TO NEW POSTS IN NBC TELEVISION NETWORK SALES

Two more promotions in NBC Television Network Sales were announced today by Don Durgin, Vice President, NBC Television Network Sales.

Stephen A. Flynn has been appointed Director, Station Sales, Station Clearance and Sales Services. Joseph Iaricci has been appointed Director, Sales Administration. Messrs. Iaricci and Flynn will report to Thomas B. McFadden, Vice President, National Sales Manager, NBC Television Network.

Mr. Flynn has been with NBC since September, 1947, when he joined the company as promotion assistant in co-op sales. In 1948 he was made junior station relations contact representative, and the following year he became station relations contact representative. He was promoted to Manager, Sales Service, Networks, in February, 1953, and became Manager, TV Sales Traffic Operations in December, 1954. He has been head of Sales Services since March, 1958.

Mr. Flynn lives in Wilton, Conn., with his wife and son.

Mr. Iaricci, who joined NBC in February, 1943 at the age of 16, served with the U.S. Navy for two years, returning to the network in July, 1946. He became a statistician in the television network

(more)

sales department in February, 1950. In May, 1951, he was named supervisor of traffic, TV Network Sales, and the following January, he became sales service contact representative. He was appointed Manager, TV Sales Traffic Operations in May, 1953, and became Manager of Sales Service in July, 1955. He was Manager of Sales Order Services from October, 1956, until March, 1958, when he became Manager, Contract Services.

He lives in Hempstead, Long Island, N. Y. with his wife and son.

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NBC-New York, 2/9/60

FOUR ADVERTISING CAMPAIGNS ON NBC REACHED LARGEST WEEKLY RADIO NETWORK AUDIENCES DURING RECENT FOUR-WEEK PERIOD

Four advertising campaigns on the NBC Radio Network reached the largest weekly audiences in network radio during a four-week period ending in December, it was revealed by a recent survey.

The campaigns, sponsored by Church & Dwight, Renault, Electric Auto-Lite, and Sylvania Electric, ranked first, second, third and fourth in a Nielsen report on unduplicated homes reached during four weeks ending Dec. 6, 1959.

In addition, three other campaigns -- those of Vick Chemical, Longines-Wittnauer and American Motors -- ranked among the top ten in the survey, giving the NBC Radio Network a total of seven of the ten largest weekly audiences.

NBC-New York, 2/9/60

3 PROMOTIONS ARE ANNOUNCED IN PRODUCTION DEPARTMENT OF NBC'S PACIFIC DIVISION

Three promotions within the Production Department of NBC's Pacific Division were announced today by Richard Welsch, Director of Production and Business Affairs for the network on the West Coast. They become effective Feb. 15.

Dean Craig, Unit Manager, will be promoted to the new position of Manager, TeleSales, and Gino Conte, Manager of Unit Managers, will become Manager, Production Services. George Habib, Unit Manager, has been promoted to Manager of Unit Managers, and will assume responsibility for the staff orchestra.

Mr. Craig joined NBC two years ago after serving with KRCA, the NBC Owned and Operated TV station in Los Angeles. At KRCA he was a stage manager and director as well as executive producer and program manager. Before that, he spent two years in graduate work at the Yale Drama School after graduating from Pomona College.

Mr. Craig, his wife and two children live in Tarzana, Calif.

Mr. Conte joined NBC as a unit manager in January, 1952, after serving as production manager at the Pittsburgh (Pa.) Playhouse. He is a graduate of Carnegie Tech Drama Department. He lives with his wife in North Hollywood.

Mr. Habib, a unit manager since 1954, joined NBC after serving as an associate producer with Ted Bates and Company Inc., advertising agency. He lives with his wife in Woodland Hills, Calif.

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NBC-New York, 2/9/60

HUGH DOWNS TO MODERATE DISCUSSION ON 'SUCCESSFUL SALES'

Hugh Downs, host of NBC-TV's "Concentration" and announcer on "The Jack Paar Show," will be moderator of a panel discussion Tuesday, Feb. 16 for the workshop of the American Women in Radio and Television, Inc., New York City chapter, at Savoy-Hilton Hotel.

"Angling in on Successful Sales" will be discussed by six prominent executives in the fields of marketing and advertising.

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TWO 'BONANZA' DRAMAS BEING FILMED SIMULTANEOUSLY

"Bonanza," NBC-TV Network's full-hour color Western, starring Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon, began shooting two episodes simultaneously today (Feb. 9) at Paramount Studios in Hollywood.

Producer David Dortort said this is the first time in the history of filmed television that two hour-long segments of the same Western series have rolled together.

English actress Hazel Court, in one of her few U. S. television appearances, is guest star in "The Last Trophy" episode, directed by Louis Allen and written by Bill Ballinger. Edward Ashley and Bert Freed are featured.

Kathleen Crowley, David White, Richard Deacon, Mervin Vye, O. Z. Whitehead, Robert Nichols and Victor Sen Yung are cast in "San Francisco," the second of the two Westerns being filmed. Arthur Lubin directs from a script by Thomas Thompson.

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NBC-New York, 2/9/60

February 9, 1960

NBC RADIO NETWORK TO PROVIDE COVERAGE OF OLYMPIC WINTER GAMES

Live and recorded coverage of the VIII Olympic Winter Games at Squaw Valley, Calif., will be provided by the NBC Radio Network, it was announced today by Albert L. Capstaff, Vice President in charge of NBC Radio Network Programs.

A direct line from Squaw Valley to NBC's Radio Central in New York will enable three top commentators to make on-the-spot reports, from Feb. 17 to Feb. 26. The commentators are Bill Henry, official historian of the Olympic Games; Ed Arnow of NBC News, San Francisco; and "Monitor" reporter Jay Miller.

Thirty reports -- five minutes each -- will be made on "Monitor" during the weekends of Feb. 20 and Feb. 27, and 18 additional segments will be broadcast during the week. The NBC Radio Network schedule (except WRCA) follows (All Times EST):

Wednesday, Thursday and Friday, Feb. 17, 18 and 19 -- 6:05 p.m., 7:05 p.m. and 7:45 p.m.

Saturday, Feb. 20 -- 11:05 a.m., 3:05 p.m., 4:05 p.m., 5:05 p.m. and 5:55 p.m.

Sunday, Feb. 21 -- 3:05 p.m., 4:05 p.m., 5:05 p.m., 6:05 p.m. and 7:05 p.m.

Monday, Feb. 22 -- 12:10 p.m., 4:10 p.m., 6:05 p.m., 7:05 p.m. and 7:45 p.m.

(more)

Tuesday through Friday, Feb. 23-26 -- 6:05 p.m., 7:05 p.m. and 7:45 p.m.

Saturday, Feb. 27 -- 11:05 a.m., 3:05 p.m., 4:05 p.m., 5:05 p.m., and 5:55 p.m.

Sunday, Feb. 28 -- 3:05 p.m., 4:05 p.m., 5:05 p.m., 6:05 p.m. and 7:05 p.m.

The schedule for station WRCA only follows (All Times EST):

Wednesday, Thursday and Friday, Feb. 17, 18 and 19 -- 6:15 p.m., 8:05 p.m. and 9:05 p.m.

Saturday, Feb. 20 -- 11:05 a.m., 3:05 p.m., 4:05 p.m., 5:05 p.m. and 5:55 p.m.

Sunday, Feb. 21 -- 3:05 p.m., 4:05 p.m., 5:05 p.m., 6:05 p.m. and 7:05 p.m.

Monday through Friday, Feb. 22-26 -- 6:15 p.m., 8:05 p.m. and 9:05 p.m.

Saturday, Feb. 27 -- 11:05 a.m., 3:05 p.m., 4:05 p.m., 5:05 p.m. and 5:55 p.m.

Sunday, Feb. 28 -- 3:05 p.m., 4:05 p.m., 5:05 p.m., 6:05 p.m. and 7:05 p.m.

Interviews with the new champions will be conducted through interpreters made available by special arrangement with the Olympic Committee.

The NBC Radio Network coverage of the Winter Olympics is exclusively sponsored by the Longines-Wittnauer Watch Co. The Summer Olympics in Rome also will be covered by NBC Radio.

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NBC-New York, 2/9/60

CAST AND CREDITS FOR 'OUR AMERICAN HERITAGE' COLORCAST OF 'SHADOW OF A SOLDIER' ON NBC-TV NETWORK SUNDAY, FEB. 21 (8-9 P.M. EST)

OUR AMERICAN HERITAGE

Presents

JAMES WHITMORE

TERESA WRIGHT

With Special Guest Star

MELVYN DOUGLAS

in

"SHADOW OF A SOLDIER"

by

JOHN WHEDON

Also Starring

JOHN BARAGREY

PAUL TRIPP

ART DIRECTOR.....Duane McKinney

COSTUMES BY.....Noel Taylor

ASSOCIATE PRODUCERS.....William Altman

Berenice Weiler

DIRECTED BY.....Jack Smight

PRODUCED BY.....Mildred Freed Alberg

A MILBERG PRODUCTION

With the

EDITORS OF

AMERICAN HERITAGE MAGAZINE

(more)

CAST AND CREDITS FOR 'OUR AMERICAN HERITAGE' COLUMBIA'S

OF 'SHADOW OF A SOLDIER' ON TWO-TV NETWORK

SUNDAY, FEB. 21 (7-9 P.M. EST)

OUR AMERICAN HERITAGE

Presents

JAMES WHITMORE

TERESA WRIGHT

With Special Guest Star

MELVYN DOUGLAS

in

"SHADOW OF A SOLDIER"

by

JOHN HODIAK

Also Featuring

JOHN HARKRIDER

EARL TRITT

' DIRECTOR.....Duane Hollaway

TURNER EW.....Noel Taylor

DUCTIONS PRODUCERS.....William Alland

Bernelos Weiler

ECTED BY.....Jack Webb

DUCED BY.....Milton Fred Ahern

A MILTON FRED AHERN

Wire Via

CBS/OTS

AMERICAN BROADCASTING MACHINE

(Name)

CAST PRINCIPALS

JAMES WHITMORE

as Ulysses Simpson Grant

TERESA WRIGHT

as Julia Grant

MELVYN DOUGLAS

as Mark Twain

JOHN BARAGREY

as Robert E. Lee

PAUL TRIPP

as Doctor Douglas

FORD RAINEY.....as Abraham Lincoln

GRIFF EVANS.....as Rawlins

LEON B. STEVENS.....as Jesse Grant

ALFRED SANDOR.....as Lt. Hodges

JACK MANNING.....as Lt. Hunt

HILDA HAYNES.....as Tessie

GRANT CODE.....as first lawyer

JOHN C. BECHER.....as second lawyer

GORDON PETERS.....as Orvil Grant

ALLEN NOURSE.....as Gov. Yates

GEORGE EBELING.....as Gen. Sherman

JIM CAMPBELL.....as Union officer

GEORGE LAMBERT.....as lieutenant

FRED J. SCOLLAY.....as McClernand

FRANK TWEDDELL.....as Gen. Smith

HENDERSON FORSYTHE.....as Gen. Buckner

(more)

CAST PRINCIPALS

JAMES WHITMORE
as Ulysses Simpson Grant

PATRICIA NEAL
as Julia Grant

MARTHA HYER
as Nancy Dent

JOHN MARLEY
as Rodney E. Lee

PAUL PRIER
as Doctor Douglas

[illegible]

ROBERT DRYDEN.....as Halleck

ARTHUR ANDERSON.....as Leonard Swett

JOHN STRAUB.....as Col. Badeau

HERK ROSSILLI.....as Union sentry

JOSEPH BOLEY.....as Union soldier

JARED REED.....as Union soldier

WAYNE MAXWELL.....as Union soldier

KEN KONOPKA.....as the Congressman

BROOKS ROGERS.....as Confederate soldier

DON BURNS.....as Confederate soldier

* * *

ADDITIONAL CREDITS

STORY EDITOR:	Florence Britton
SPECIAL STORY CONSULTANT:	Bruce Catton (editor of American Heritage Magazine)
CASTING DIRECTOR:	Tom H. Sand
UNIT MANAGER:	William Dannhauser
TECHNICAL DIRECTOR:	Larry Elikann
ASSOCIATE DIRECTOR:	Gordon Rigsby
PRODUCTION ASSISTANT:	Ann Kelleher
MUSIC SELECTION:	Bern Meyer
MAKEUP:	Bob O'Bradovich
AUDIO:	Norman Ogg
LIGHTING:	Alan S. Posage

* * *

(more)

4 - Credits for 'Shadow of a Soldier'

SPONSOR:	The Equitable Life Assurance Society of the United States
AGENCY:	Foote, Cone and Belding
ORIGINATION:	NBC Color Studios, Brooklyn, N. Y., on color video tape
NBC PRESS REPRESENTATIVES:	Charlie Gregg (New York); George Marakas (Hollywood)

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NBC-New York, 2/9/60

JACK TRACY
ROOM 320

NBC TRADE NEWS

February 10, 1960

NORTH AMERICAN PHILIPS COMPANY PURCHASES ONE-HALF SPONSORSHIP OF 'JOURNEY TO UNDERSTANDING--VOL. III' ON NBC-TV NETWORK

North American Philips Company, for its Norelco electric shavers, has purchased one-half sponsorship of the forthcoming "Journey to Understanding -- Volume III" on NBC-TV, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Comprising 16 special programs -- six hours and ten half-hours -- all in prime nighttime periods starting Saturday, Feb. 27, the series will cover missions of President Eisenhower and other world leaders in the months ahead. The initial program will deal with the first four days of the President's South American visit and Premier Khrushchev's tour of India, Burma and Indonesia. It will be telecast in the "World Wide 60" time period (9:30-10:30 p.m. EST).

A full-hour color program on the President's tour of Brazil, Argentina, Chile and Uruguay will be one of the highlights of the series. The programs will be produced by Chet Hagan and Louis Hazam under the supervision of Julian Goodman, NBC's Director of News and Public Affairs.

The purchase was made through C. J. La Roche & Company, Inc., advertising agency for North American Philips Company.

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SCHEDULE CHANGES FOR 'JOURNEY TO UNDERSTANDING--VOL.III'

EDITORS: Please note the new time periods for the following two programs in "Journey to Understanding -- Volume III," covering the missions of President Eisenhower and other world leaders in coming months.

Saturday, May 14, 8:30-9 p.m. EDT -- Report Seven, a preview of the East-West summit meeting, with reports from London, Paris, Washington, Bonn and Moscow. (This replaces the previously announced period of 9:30-10 p.m. EDT, Friday, May 13).

Friday, July 1, 9:30-10 p.m. EDT -- Report Sixteen, coverage of President Eisenhower's travels en route home from his visit to Japan. (This replaces the previously announced period of 7:30-8 p.m. EDT, Friday, July 1).

NBC-New York, 2/10/60

ROBERT D. KASMIRE APPOINTED COORDINATOR, CORPORATE INFORMATION,
FOR THE NATIONAL BROADCASTING COMPANY

Robert D. Kasmire has been appointed Coordinator, Corporate Information, for the National Broadcasting Company, it was announced today. Mr. Kasmire joined NBC a year ago as Coordinator, Special Projects, in the network's Corporate Planning Department. In his new post, he will report to Lester Bernstein, Vice President, Corporate Affairs.

Mr. Kasmire came to NBC from two years as assistant to the secretary to former Governor Averell Harriman of New York. Before that he served for one year as Director of Business Publicity for the New York State Department of Commerce. He went to the state capital in June, 1953, as a reporter and editor in the Albany bureau of the Associated Press after working, in turn, as a reporter for the Meriden (Conn.) Record and Providence (R. I.) Journal, and in the news department of station WJAR-TV in Providence, an NBC-TV Network affiliate.

Mr. Kasmire, 33, is a native of New Bedford, Mass. He was graduated from Brown University in 1951.

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NBC-New York, 2/10/60

CREDITS FOR 'THE MISSILE RACE,' AN NBC NEWS FILM REPORT ON 'WORLD WIDE 60' SERIES SATURDAY, FEB. 13

TIME:	NBC-TV Network Saturday, Feb. 13 (9:30-10:30 p.m. EST).
DESCRIPTION:	An examination of the achievements and shortcomings of America's missile program through films taken at missile bases, interviews with leading defense authorities, and other material.
ON-THE-SCENE REPORTERS:	Frank McGee, Peter Hackes and Roy Neal
FEATURING INTERVIEWS WITH:	Dr. Herbert F. York, director of Defense Research and Engineering; General Thomas S. Power, head of Strategic Air Command; Rear Admiral William F. Raborn Jr., Special Project Officer, Office of the Secretary of the Navy; Lt. General Bernard A. Schriever, Commander of the Air Research and Development Command, Andrews Air Force Base, Washington; Senators Henry M. Jackson (D.-Wash.), Stuart Symington (D.-Mo.), Styles Bridges (R.-N.H.) and Prescott Bush (R.-Conn.); and Reuben B. Robertson Jr., Deputy Secretary of Defense from 1955 to 1957.
PRODUCER:	Chet Hagan
DIRECTOR:	Robert Priaulx
LOCATION DIRECTOR-PRODUCER:	Fred Rheinstein
LOCATION DIRECTORS:	Charles Jones and Ralph Peterson
FILM EDITORS:	Robert Sorenson and Clay Cassell

(more)

CREDITS FOR "THE MISSILE MAN," BY GEO. HUNG KELLY-DOUGHT
ON "WORLD WIDE SCI: SERIES BROADCAST, DEC. 13

SC:

CUTTING:

TWX-SCENE RECOGNIZED:

TURNING INTERVIEWING
":

SOUND:

EDITOR:

ACTOR DIRECTED-
DRIVER:

ACTION DIRECTED:

M MUSICAL:

MGM-TV Memphis <u>Commercial</u>, pgs. 12
(Dir-Producer G.O. Hunt).

An examination of the relationship and
responsibility of America's missile program
through films based on actual cases,
interviews with leading defense industri-
ists, and other sources.

Thurl Ravenscroft, Voice Chorus and Dog Vocal

Dr. Herbert S. York, Director of Defense
Research and Engineering (General Thomas S.
Power, Head of Strategic Air Command; Gen.
Bernard Schriever, Commander of the Air Force
Systems Command (Gen. Thomas Power Jr.
Medal of Honor winner Lt. Gen. Donald L.
Putt, Deputy Chief of Staff for Development
(Lt.-Gen.). Strike Command (Gen. Hunter Harris
Jr.). Strike Command (Lt.-Gen. Paul D. Adams
Jr.). Strike Command (Lt.-Gen. Paul D. Adams
Jr.). Strike Command (Lt.-Gen. Paul D. Adams

2 - Credits for 'The Missile Race'

STUDIO SET BY:	Hjalmar Hermanson
UNIT MANAGER:	Dan O'Connor
ASSOCIATE DIRECTOR:	Ray Lockhart
TECHNICAL DIRECTOR:	Larry Elikann
LIGHTING DIRECTOR:	Bill Knight
AUDIO:	Phil Falcone
VIDEO:	Herb Oxman
ASSOCIATES IN PRODUCTION:	Marian Eiskamp and Rodney Clurman
"WORLD WIDE 60" SERIES HOST:	Frank McGee
NBC PRESS REPRESENTATIVES:	Bob Brown and Howard van der Meulen, New York

* * *

CORRECTION, PLEASE

Reuben B. Robertson Jr., Deputy Secretary of Defense from 1955 to 1957, will be interviewed on "The Missile Race" Saturday, Feb. 13 (NBC-TV Network, 9:30-10:30 p.m. EST), as originally announced. Please disregard a report in the story dated Feb. 9 that he would not participate in this program.

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NBC-New York, 2/10/60

- Credits for "The Missile Race":

DIO SET BY:	Mulvey Hernandez
T MANAGER:	Dan O'Connor
SOCIATE DIRECTOR:	Mary Lockhart
HNICAL DIRECTOR:	Larry Fiknes
GHTING DIRECTOR:	Bill Knight
DIO:	Hill Bloome
[illegible]:	Herb Green
SOCIATES IN DUCTION:	Lorian Mearns and Rodney Liverman
RLD WIDE 60" SERIES BY:	Frank Magee
C PRESS PRESENTATIVES:	Bob Brown and Howard van der Meulen, New York

* * *

CORRECTION, PLEASE

Reuben B. Robertson Jr., Deputy Secretary of Defense from 1955 to 1957, will be interviewed on "The Missile Race" Saturday, Feb. 13 (WRC-TV Network, 9:30-10:30 p.m. EST), as originally announced. Please disregard a report in the story dated Feb. 9 that he would not participate in this program.

WRC-New York, 2/10/60

February 10, 1960

CORRECTION, PLEASE

'THE IRA HAYES STORY' ON 'SUNDAY SHOWCASE'
WILL BE IN BLACK AND WHITE ONLY

"The Ira Hayes Story," scheduled for NBC-TV Network's "Sunday Showcase" March 27 (8-9 p.m.), will be presented in black and white only, and not in color as previously announced.

PEAK PERFORMANCE

According to the almanac, Arizona is 113,909 square miles in area, and the sixth largest state in the Union.

But it has no peak resembling Mt. Suribachi, the historic hill on Iwo Jima where six U. S. Marines planted the American flag on Feb. 23, 1945, four days after the invasion.

And thereby hangs a tale.

Robert Alan Aurthur, executive producer of NBC-TV Network's "Sunday Showcase," is taking a crew to the Pima Indian Reservation near Phoenix, Ariz., later this month to tape "The Ira Hayes Story," a dramatization of the last years of Ira Hayes, the Pima Indian who participated in the historic flag-raising.

(more)

2 - 'The Ira Hayes Story'

Scouts went out early this month to search for possible locations for the drama, which will be telecast on the NBC-TV Network, Sunday, March 27 (8-9 p.m. EST, in black and white only). They returned to report there was no counterpart of Mt. Suribachi in Arizona.

Aurthur then assigned the director, John Frankenheimer, to roam the wide open spaces of upper New York State to find a suitable location. Frankenheimer found just the right spot, a hill overlooking a gravel pit in Stony Point, N. Y., less than 50 miles from New York.

A taping crew, plus star Lee Marvin (of NBC-TV's "M Squad" series) who will play Ira Hayes, will go to Stony Point on Feb. 19, anniversary of the Iwo Jima invasion, to tape the flag-raising scene.

Next day they leave for Arizona which, the almanac says, is 2,145 air miles to the Southwest.

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NBC-New York, 2/10/60

CREDITS FOR 'THE DEVIL AND DANIEL WEBSTER,' TO BE COLORCAST SUNDAY, FEB. 14 ON NBC-TV NETWORK

PROGRAM:	"The Devil and Daniel Webster" by Stephen Vincent Benet
SERIES:	"Rexall TV Special"
TIME:	NBC-TV Network colorcast Sunday, Feb. 14 8 to 9 p.m. EST
STARS:	Edward G. Robinson and David Wayne
CAST:	Tim O'Connor, Betty Lou Holland, Royal Beal, Stuart Germain, Howard Freeman
PRODUCER:	David Susskind for Talent Associates, in association with NBC
DIRECTOR:	Tom Donovan
ADAPTED FOR TELEVISION BY:	Phil Reisman, Jr.
EDITOR:	Jacqueline Babbin
COSTUMES:	John Boxer
MAKEUP:	Dick Smith
ART DIRECTOR:	Burr Smidt
POINT OF ORIGINATION:	NBC Color Studios, Brooklyn, N. Y.
SPONSOR:	The Rexall Drug Company
AGENCY:	Batten, Barton, Durstine & Osborn, Inc.
PRESS CONTACT:	Betty Lanigan, New York; Jane Westover, Hollywood

(more)

CAST LIST

MR. SCRATCH.....David Wayne

DANIEL WEBSTER.....Edward G. Robinson

JABEZ STONE.....Tim O'Connor

DORCAS STONE.....Betty Lou Holland

MISER STEVENS.....Stuart Germain

PINKHAM.....Howard Freeman

JUSTICE HAWTHORNE.....Royal Beal

* * *

STORYLINE

New England farmer Jabez Stone (O'Connor), beset by poverty and bad luck, is offered an opportunity for seven years of material prosperity by a strange fellow called "Mr. Scratch" (Wayne), if he will sell Scratch his soul. Though Stone identifies Scratch as the Devil, he makes the bargain, which he later regrets bitterly. As the close of the seven-year period approaches, Jabez Stone appeals to the New Hampshire orator and debater, Daniel Webster (Robinson) to help him break his "contract" with the Devil. Webster agrees, if he can argue the case before a jury of Americans, "whether quick or dead." Mr. Scratch obliges Webster by producing 12 of the most infamous Americans whose souls have been consigned to Hell, as well as cruel Justice Hawthorne (Beal) to preside over the case. Webster tries various tactics on the evil, hard-hearted jurors as he argues that the contract between Stone and the Devil is not valid. Finally he hits upon a brilliant strategy to persuade the jury, and hammers home his advantage to final victory.

-----o------

NBC-New York, 2/10/60

CAST LIST

MR. SCRATCH.....Walter Huston

DANIEL WEBSTER.....Edward G. Robinson

JABEZ STONE.....Thomas Mitchell

THOMAS STONE.....Betty Lou Holland

MILLER STEVENS.....Stuart Erwin

PUNDAM.....Harvey Stephens

JUSTICE HATHORNE.....Royal Dano

* * *

SYNOPSIS

New England farmer Jabez Stone (Mitchell), beset by poverty and bad luck, is offered an opportunity for seven years of material prosperity by a strange fellow called "Mr. Scratch" (Huston). If he will barter his soul. Though Stone initially scrimps on the evil, he rejoins the bargain, which he later regrets bitterly. At the end of the seven-year period approaches, Jabez flees appeals to the New Hampshire oratory and statesman, Daniel Webster (Robinson) to help him break his "contract" with the Devil. Webster agrees, if he can argue the case before a jury of warriors. Whether guilt or not, Mr. Webster obliges Mephisto by producing 12 of the most infamous Americans one could have consigned to Hell, as well as proud Justice Hathorne (Dano) to preside over the case. Webster tries various tactics on the evil, hard-hearted jurors to convince them the defendant Stone and the Devil is not real. Finally he hits upon a brilliant strategy to persuade the jury, and hammers home his advantage for final victory.

---o---

JACK TRACY
ROOM 320

NBC TRADE NEWS

February 11, 1960

PURCHASES BY FIVE ADVERTISERS FOR SPONSORSHIP ON 'BONANZA'
FULL-HOUR COLORCASTS ANNOUNCED BY THE NBC-TV NETWORK

Purchases by five advertisers for sponsorship on the full-hour NBC-TV color series, "Bonanza," represent a virtual sell-out for the program, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The new purchases include alternate hours by the Radio Corporation of America to run through June, placed through the J. Walter Thompson Company advertising agency.

The Procter & Gamble Company has purchased alternate thirds in the series, along with Johnson Motor Company, E. I. du Pont de Nemours & Company Inc. and the Gold Seal Company.

The program, colorcast Saturdays (7:30-8:30 p.m. EST), is the first hour-long outdoor TV adventure series to be filmed in color. It deals with three half-brothers and their father, who operate a huge ranch in the vicinity of Virginia City around 1860.

(more)

The Procter & Gamble purchase was made through its advertising agency, Benton & Bowles Inc., and the du Pont sponsorship was placed through Batten, Barton, Durstine & Osborn Inc.

Gold Seal made its purchase through Campbell-Mithun Inc., Minneapolis, and Johnson Motors placed its sponsorship through J. Walter Thompson Company, Chicago.

Miles Laboratories, in a previous purchase through its agency, Wade Advertising Inc., Chicago, is also sponsoring thirds in the series.

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NBC-New York, 2/11/60

February 11, 1960

RICHARD L. LINKROUM IS APPOINTED DIRECTOR, SPECIAL PROGRAMS, NBC-TV NETWORK

Richard L. Linkroum has been appointed Director, Special Programs, NBC-TV Network, it was announced today by David Levy, Vice President, Programs and Talent, NBC Television Network.

Mr. Linkroum, who has been Director, Special Program Sales, since January, 1958, joined NBC in the Fall of 1953 as associate producer of the "Home" show to supervise the staging of the new series. In April, 1954, he became producer of the show, and in the following March was named its executive producer. Mr. Linkroum subsequently became executive producer of the Jack Paar "Tonight" show.

A graduate of Yale University in 1937, he entered radio as program manager of CBS' Washington station and later was made director and assigned to develop new comedy programs on the West Coast. There he became Jack Benny's director during the star's first year on TV. He was also director and producer of "The Alan Young Show" and "Arthur Godfrey and His Friends," as well as many dramatic shows.

Mr. Linkroum lives in New York City with his wife and five daughters.

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February 11, 1960

EDWIN S. FRIENDLY JR. APPOINTED DIRECTOR,
SPECIAL PROGRAM SALES, NBC-TV NETWORK

The appointment of Edwin S. Friendly Jr. as Director, Special Program Sales, NBC-TV Network, was announced today by Thomas B. McFadden, Vice President, National Sales Manager, NBC Television Network.

Mr. Friendly joined NBC last September from CBS, where he had been producer of "The Jimmy Dean Show." He went to CBS in April, 1956, as Daytime Program Director and before that had been an independent packager and producer of TV shows for several years.

After serving more than three years with the 6th Infantry Division in the Pacific in World War II, he joined Batten, Barton, Durstine and Osborn Inc. in 1946 as time buyer, later becoming radio and TV producer. He left the agency in 1948 to become Director of Radio and Television for Al Paul Lefton advertising agency, joining ABC as a television network salesman two years later.

He was made Eastern Sales Manager of ABC-TV in 1951, and the following year was promoted to National Director of Sales. He resigned from ABC in 1953 to become an independent TV packager.

Mr. Friendly lives in New York City with his wife and two children.

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February 11, 1960

'JACK PAAR SHOW' TO ORIGINATE WEEK OF PROGRAMS FROM LONDON

\- - -

Five Taped Programs Will Be Flown to New York by Jet

For Telecast on NBC-TV Network March 28-April 1

"The Jack Paar Show" will originate one week of programs from London, England, in late March using the facilities of Associated Television Limited, it was announced today by Jerry A. Danzig, Vice President, Participating Programs, NBC Television Network. Mr. Danzig recently returned from a survey trip to England, during which plans for the telecasts were completed.

The five taped programs will be presented on NBC Television during the week of March 28 to April 1 (11:15 p.m. to 1 a.m. EST).

The shows will be presented before a live audience at the Wood Green Theatre-Studio of ATV and will feature top British personalities and entertainment acts. In addition, segments of film showing Paar visiting various points of interest around London will be integrated into the programs.

The five shows will be taped on successive nights and flown back to New York by jet for broadcast. The telecasts will be recorded directly on 525-line video tape machines to conform to American standards of telecasting.

(more)

2 - 'Jack Paar Show'

The Paar visit to London follows the pattern of overseas originations already established by NBC Participating Programs. "The Jack Paar Show" originated from Nassau late in 1959, and last April the "Today" show originated from Paris. Both shows were taped.

A unit of 24 persons will be involved in the taping of these programs, headed by Mr. Paar's producer, Paul Orr. The talent making the trip will be announced shortly. The orchestra for the London programs will be conducted by Jack Parnell, one of Britain's top bandleaders. Tom Cochran and Monty Morgan, associate producers of the nightly series, will leave early in March for London to contact and screen British talent, to be followed by Kirk Alexander, director of the Paar program.

(The Jack Paar program is telecast Mondays through Fridays from 11:15 p.m. to 1 a.m. EST.)

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NBC-New York, 2/11/60

The Zeus years of Lansing Collins Jr. saw the decline of Delaware manufacturing diversified to the point of being recognized as "The Jack Frost Capital of the World." Then, in 1959, the Zeus plant was closed and moved from there. Both names were gone.

A unit of GM General Motors is involved in the testing of these programs, headed by Mr. Pascal Pantheon, Phil Orr. The latest success the city will be announced shortly. The contracts for the Zeus program will be handled by Jack Parnell, one of Orlando's top developers. Tom Bowden and Bruce Lorimer, assembly production chief, shortly earlier will leave early in March for Zeus to control and screen Orbital failure. To be followed by Jack Alexander, director of the Zeus program.

(The Jack Frog Division is National Foreign Electric Products Trade Zeus 3115 Zeus St & Ave. 6021.)

NBC COLOR TELEVISION NEWS

February 11, 1960

'THE PONTIAC STAR PARADE--VICTOR BORGE SHOW'

Borge Will Star and Jane Powell Will Be Special Guest On Colorcast Special of Friday, March 18, With Big Talent Roster and an Element of Surprise

Victor Borge will star and Jane Powell will be special guest star on "The Pontiac Star Parade -- Victor Borge Show" full-hour colorcast over the NBC-TV Network Friday, March 18 (8:30-9:30 p.m. EST).

Guests include dancers Jacques D'Amboise and Allegra Kent, Andre Tahon and La Compagnie des Marottes (Company of Puppets) from Paris, and humorist Elliot Reid.

Among the program's features will be Borge's introduction of his "surprise favorites" from Switzerland and Karachi, India. He also will make a stereo recording -- on the show -- with "The Bucharest Jazz Quartet."

Miss Powell will sing and dance to George Gershwin's tune, "Boy Wanted."

Borge will offer his impressions of Van Cliburn's European tour. There will be a sketch based on a "Small World" theme and Borge will play Rachmaninoff's arrangement of Fritz Kreisler's "Liebeslied."

Another highlight will be the premiere of a ballet based on Hans Christian Andersen's "Snow Queen," with D'Amboise and Miss Kent performing.

(more)

Borge will introduce two of his five children in their TV debut -- Frederikke, 4, and Victor Bernhard, 5.

Borge has not disclosed other show features, aiming at an element of surprise.

The colorcast will originate from the NBC color studios in Burbank, Calif., and will be produced by Robert Wells and directed by Barry Shear.

The Pontiac Motor Division of the General Motors Corporation is the sponsor through the MacManus, John & Adams Inc. advertising agency.

-----o------

NBC-New York, 2/11/60

NBC COLOR TELEVISION NEWS

February 11, 1960

TV'S PENETRATING LIGHT ILLUMINATES GREATNESS OF GENERAL GRANT

\- - -

Extensive Research and Joint Endeavors Represented In "Our American Heritage" Colorcast of Feb. 21; Classrooms Through Nation Will Use the Script

An old soldier whose true greatness had faded away in American history will be illuminated by television's penetrating light when "Shadow of a Soldier" is colorcast on the NBC-TV Network's "Our American Heritage" Sunday, Feb. 21 (8-9 p.m. EST).

Rarely have TV producers and actors worked so closely with educators, historians, publishers, service organizations and governmental agencies -- with a goal of "giving new life and meaning to a forgotten, misunderstood hero" -- as has the "Heritage" staff in unfolding this true story of General Ulysses S. Grant.

The production stars James Whitmore as Grant, Teresa Wright as his wife, Julia; Melvyn Douglas as Mark Twain (Sam Clemens), his friend; and John Baragrey as his foe in war, Robert E. Lee.

"Shadow of a Soldier" will be repeated, line for line, for a long time to come by students in thousands of high school and college auditoriums and theatres throughout the U. S. A.

(more)

A special classroom adaptation of the original TV script by John Whedon will be published on Feb. 17, by Practical English Magazine of the Scholastic Magazines group, and distributed in over 10,000 schools to the magazine's 500,000 subscribers.

In addition to giving students a preview and script of the teleplay, with which to follow the colorcast on NBC-TV, complete stage and production directions are included, enabling school drama groups to cast and produce their own versions of the program.

The editors of Scholastic Magazines have pioneered in the area of greater television-schoolroom cooperation. According to "Our American Heritage" producer Mildred Freed Alberg, "we encourage close critical examination of scripts before, during and after colorcasts." She adds:

"Students and teachers represent an influential and sizeable percentage of the 'thinking' viewing public. Our goal on 'Heritage' is to enlighten as well as entertain. Students and educators rank among our most preferred viewers."

Historian Bruce Catton -- editor of American Heritage Magazine and special story consultant for "Shadow of a Soldier" -- has had a Grant biography, entitled "Grant Moves South," published shortly before the NBC-TV colorcast.

The New York Times review of the book (on Feb. 7) stated "Curiously enough, only part of the...image of Grant survived in history. To nearly all later historians, Grant just didn't seem great. It would seem that the man must have had rare qualities, but one would never think so from most of the books (on Grant). In these, Grant appeared as an average general, a good slugger at the best, and possibly our worst President. Mr. Catton attacks this representation."

(more)

A special afternoon showing of the complete 71 minute
film version will be available on Feb. 17, for interviews beginning
at the Pentagonal Observance Center and continuing to keep
pace with the production's progression.

In addition to giving thanks & praising and voting on the
Oscars, every citizen in Polish Hat celebrated a 1983 Oscar
proclamation throughout the festivities, including address & open
mind and purpose toward the objectives of the occasion.

The audience of approximately 8,000 also observed in the
of greater relations & worldwide cooperation. According to the
Action Manager "Everyone pitched right in. The enthusiasm about
global construction of friendly society, during the action interviews."
added:

"Students and teachers especially in Richmond and Hopkins
college of Dow Building showing models. One grad in Physics
is building an all new airplane. Everyone had suggestions about
the new and improved systems."

Citizens Peace Action -- author of previous Oscar
nine year special short Oscar for Freedom or a Country" -- its
40 open conference, Pulitzer Prize winning Lenin," Academy Award
the Nobel Peace Prize.

The New York Times review of the movie the Pro...[illegible]
Society Award, Gold Lion of the...Lion of Silver Award in
1983. In honor all time internationally Prize Lion Silver Award
would even Oscar Lion Award in the Best Supporting Role Award
of Thanks to Don Rose of the Movie [illegible]. In Honor Film
Score to an Original Material, a Gold Academy to the Year, and
Lifetime Achievement. The Academy Award with Special Achievement"

Mr. Catton will explain reasons for his challenge of the traditional character portrait of Grant in an appearance Monday, Feb. 15 on the NBC-TV Network's "Today" show (7-9 a.m. EST).

George Grant Burnside (no relation to Gen. Grant), curator (for the National Park Service) of Grant's Tomb at Riverside Drive and West 122nd Street, New York City, will be an NBC Radio Network guest, on "Monitor," Sunday, Feb. 21 in connection with the colorcast.

Burnside anticipated a "much higher" number of visitors due to new interest in General Grant, prompted by the colorcast. Twenty million people have visited the memorial in the last half century.

The Grant colorcast on "Our American Heritage" has been recommended for viewing by the American Legion, Veteran of Foreign Wars, Jewish War Veterans, Catholic War Veterans, Parents League of New York and many other organizations.

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NBC-New York, 2/11/60

CAST AND CREDITS FOR 'LINCOLN-MERCURY STARTIME' COLORCAST OF 'THE CLOSED SET' ON NBC-TV NETWORK TUESDAY, FEB. 16

PROGRAM:	"The Closed Set" on "Lincoln-Mercury Startime"
TIME:	NBC-TV Network colorcast Tuesday, Feb. 16 (8:30-9:30 p.m. EST)
STARRING:	Joan Fontaine, Agnes Moorehead and John Ireland
WITH:	Hiram Sherman, Dick Foran, Diana Van der Vlis, Lilliane Montevecchi and Peter Lazer
WRITTEN BY:	Gavin Lambert
PRODUCED BY:	John Houseman
DIRECTED BY:	Robert Stevens
A TELEVISION PRESENTATION OF:	Hubbell Robinson Productions, Inc.
EXECUTIVE PRODUCER:	Hubbell Robinson
UNIT MANAGER:	Darrell Ross
ASSOCIATE DIRECTOR:	Bob Gilmore
ART DIRECTOR:	Jan Scott
TECHNICAL DIRECTOR:	Lou Onofrio
LIGHTING DIRECTORS:	Del Jack and Lou Stucky
MAKEUP:	Jack M. Smith
COSTUMES:	Bob Campbell
MISS FONTAINE'S GOWNS BY:	Mary Wills
AUDIO:	Bill Levitsky

(more)

CAST AND CREDITS FOR "LIMOUSIN-MEDOUZA DYNASTIES" COLUMNISTS

OF "THE CLOSED DAY" ON NEW-TV MORNING CURTAIN, PTS. 15

CHAN:

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ARRING:

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DUCED BY:

ECTED BY:

DUCTION CO:

UTIVE PRODUCER:

P MALAGEN.

OCIATE DIRECTOR:

CTION:

TANEOUS DIRECTOR:

ATING DIRECTORS:

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TIMES:

S SOMEWHERE:

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TO:

(more)

VIDEO:	Ed Huston
MUSIC COMPOSED AND CONDUCTED BY:	Roberto Drasnin

* * *

SPONSOR:	Lincoln-Mercury Division of the Ford Motor Company
AGENCY:	J. Walter Thompson Company
ORIGINATION:	NBC Color Studios, Burbank, Calif. on color video tape
NBC PRESS REPRESENTATIVES:	Bill Fague (Hollywood); Charlie Gregg (New York)

THE CAST

Joan Fontaine as Julie Forbes

Agnes Moorehead as Carmen Lynch

John Ireland as Cliff Harriston

Hiram Sherman as Peter West

Dick Foran as David Roeling II

Diana Van der Vlis as Nina

Lilliane Montevecchi as Sylvia Montel

Peter Lazer as Timmy

Wilson Graff as Canning Wallace

Selman Jackson as the Butler

Mercedes Marlow as the costume designer

Phil Adams as the assistant director

J. Pat O'Malley as Gaffer

(more)

THE STORY

Julie Forbes (Miss Fontaine) is a leading Hollywood actress, a box office favorite who has used ruthless and vindictive tactics to reach the top and who maintains her popularity in the same manner. After a succession of stereotyped motion pictures, she decided to make a "quality" film and hires a young, sensitive director, Cliff Harriston (John Ireland). When he rebuffs her advances, she tries to ruin him by using her power and influence to turn the film into "just another Julie Forbes picture."

-----o------

NBC-New York, 2/11/60



NBC COLOR TELEVISION NEWS

February 11, 1960

'Our American Heritage' to Colorcast 'Autocrat and Son'

\- - -

Drama of Crucial Years in Career of Oliver Wendell Holmes Jr., 'The Great Dissenter,' Will Star Christopher Plummer, Sir Cedric Hardwicke, Anne Francis, Ann Harding

"Autocrat and Son" -- a drama of the crucial formative years of one of America's greatest jurists, Oliver Wendell Holmes Jr. -- will be the colorcast presentation of "Our American Heritage" for Sunday, March 20 (NBC-TV Network, 8-9 p.m. EST), producer Mildred Freed Alberg announced today.

Stars for "Autocrat and Son" include Christopher Plummer as young Holmes, Sir Cedric Hardwicke as his father, the poet, author and physician, Oliver Wendell Holmes Sr.; Anne Francis as Fanny Dixwell Holmes, his wife, and Ann Harding as his mother, Amelia.

"Autocrat and Son," written by Ernest Kinoy and directed by Jack Smight, will be the fifth of six "Our American Heritage" colorcasts, prepared in collaboration with American Heritage Magazine and sponsored by the Equitable Life Assurance Society of the United States, through Foote, Cone and Belding.

-----o-----

The trip also will be the subject of "Time: Present--Chet Huntley Reporting" Sunday, Feb. 21 on the NBC-TV Network (5:30-6 p.m. EST) and three special half-hour programs on the NBC Radio Network.

The Feb. 27 "World Wide 60" program will cover the first five days of the trip during the first half-hour of the telecast. The coverage will include films and reports of the civic reception in the President's honor in Brasilia, the newly built capital of Brazil; his meeting with President Juscelino Kubitschek of Brazil at the Naval Ministry near Rio de Janeiro; his arrival in Rio de Janeiro, where, it is expected, a crowd of more than 3,000,000 will welcome him; his five-hour visit to Sao Paulo, and his arrival in Buenos Aires, Argentina, and the motorcade to the American Embassy there.

The second half of this program will cover Soviet Premier Nikita S. Khrushchev's visit to Burma, India and Indonesia. NBC News Far East bureau chief Cecil Brown and NBC News Hong Kong correspondent James Robinson have been assigned to prepare a special report on Mr. Khrushchev's visit to Indonesia and the great pressures being brought to bear on this newly independent country by the Chinese Communists. The program also will compare Mr. Khrushchev's reception in India with the one recently accorded President Eisenhower.

The March 3 program will cover the President's weekend at San Carlos de Bariloche, a resort in the Andes, where he plans to rest, fish and play golf. It will also show his activities in Santiago, Chile, and Montevideo, Uruguay, and at Ramey Air Force Base, Puerto Rico.

A complete summary of President Eisenhower's entire South American tour will be presented as a colorcast March 5 in the "World Wide 60" series.

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NBC-New York, 2/12/60

NBC COLOR TELEVISION NEWS

February 12, 1960

MORE "PALS" JOIN HEADLINERS' ROSTER OF TWO-PART "ARTHUR MURRAY PARTY FOR BOB HOPE"

The number of prominent "pals" of Bob Hope -- who will help "roast" the comedy star on the NBC-TV Network's two-part colorcast of "The Arthur Murray Party for Bob Hope" Tuesdays, March 15 and 22 (9:30-10 p.m. EST on each date) -- rose to 15 today with the addition of sports and entertainment headliners.

Producer Arthur Murray announced that Los Angeles Rams' half-back Jon Arnett, comedians Cliff Arquette and Johnny Carson, golfer Jimmy Demaret, actress Jayne Mansfield, New York Yankees' outfielder Mickey Mantle, and syndicated columnist Earl Wilson have been added to the guest roster of "The Arthur Murray Party for Bob Hope," marking Hope's 10th year on TV.

Previously announced guests for the ribbing, with Hope as "fall guy," include Tony Bennett, Gloria De Haven, Rocky Graziano, Alan King, Dorothy Lamour, Ethel Merman, Jack Paar and Janis Paige. All of the "roasters" will be seen in both segments of the program.

(more)

Names of additional guests for the sketches, monologues and production numbers will be announced.

"The Arthur Murray Party for Bob Hope," with Kathryn Murray as hostess, will be directed by Coby Ruskin. Lee Reynolds and Ursula Halloran are the associate producers.

Bob Hope will donate his $100,000 fee for his appearances to the newly established Bob Hope Fight for Sight Fund of the National Council to Combat Blindness.

"The Arthur Murray Party for Bob Hope" will be produced on color video tape at the Ziegfeld Theatre in New York City.

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NBC-New York, 2/12/60

CREDITS FOR 'NOT SO LONG AGO,' A 'PROJECT 20' PRODUCTION, ON NBC-TV NETWORK FRIDAY, FEB. 19 (8:30-9:30 P.M. EST, IN BLACK AND WHITE)

PRODUCED AND DIRECTED BY:	Donald B. Hyatt
WRITTEN BY:	Richard Hanser
MUSIC BY:	Robert Russell Bennett
NARRATED BY:	Bob Hope
ASSOCIATE PRODUCER:	Robert Garthwaite
EDITED BY:	Silvio D'Alisera
RESEARCH DIRECTOR:	Daniel W. Jones
ASSISTANT:	Rhoda Grady
DESCRIPTION:	A "Project 20" filmed re-creation of the years 1945 to 1950 in the U. S. through fact-film, music of the time, and commentary by Bob Hope. Personalities include Sid Caesar and Imogene Coca, Milton Berle, Carmen Miranda, Faye Emerson, Dave Garroway, Gary Cooper, Ronald Reagan, Bob Hope, H. V. Kaltenborn, Harry S. Truman, Thomas E. Dewey, Dwight D. Eisenhower, Winston Churchill, Babe Ruth, Jackie Robinson, Whittaker Chambers, George Marshall, Dr. Albert Einstein, Fiorello H. LaGuardia, Rita Hayworth and Aly Khan, Ingrid Bergman and Roberto Rossellini, Princess Elizabeth and Phillip, and many others.
SPONSOR:	The Purex Corporation Ltd.
AGENCY:	Edward H. Weiss & Company.

-----o------

NBC-New York, 2/12/60

CREATED AND DIRECTED BY:

PRODUCED BY:

WRITTEN BY:

MUSIC BY:

EXECUTIVE PRODUCERS:

CAST:

ASSOCIATE PRODUCERS:

DIRECTOR OF PHOTOGRAPHY:

ASSISTANT:

SCRIPTS:

SUPERVISION

a "Product of" Timmy re-creation of the
years 1945 to 1950 in the U. S.
Includes Iron-Ring music of the time,
and commentary by Bob Hope. Featuring-
Ilsa Lund Ingrid Bergman and Humphrey
Bogart, Rick Blaine Paul Henreid, Victor
Laszlo, Conrad Veidt, Major Strasser,
Claude Rains, Captain Renault, Peter
Lorre, Ugarte, Sydney Greenstreet, Signor
Ferrari, S. Z. Sakall, Carl, Dooley
Wilson, Sam, Joy Page, Leuchtag, Madame
Fabrikant, Curt Bois, Pickpocket, Leonid
Kinskey, Sascha, Corinna Mura, Singer,
Helmut Dantine, Jan Wyndham, Norma
Varden, Mrs. Leuchtag, Marcel Dalio,
Croupier, Lou Marcelle, Berthold Kamin-
ska, Old Woman, Ilka Gruning, Mme.
Fabrikant, Frank Puglia, Arab Vendor,
Leonid Kinskey, Drunk, Dorothy Adams,
Manager, Torben Meyer, Headwaiter, Ilka
Gruning, Mme. Fabrikant, Charles La
Torre, Singer, Corinna Mura, Singer,
Curt Bois, Pickpocket

NBC COLOR TELEVISION NEWS

February 12, 1960

NANETTE FABRAY IS FIRST GUEST STAR SIGNED TO APPEAR WITH HOST ROBERT YOUNG ON 'TV GUIDE AWARD SHOW'

Nanette Fabray, musical comedy and television star, will join host Robert Young on the Friday, March 25 NBC-TV Network colorcast of "The TV Guide Award Show" (8:30 to 9:30 p.m. EST). Miss Fabray is the first guest star to be signed for the program.

"The TV Guide Award Show" will be the climax of a nationwide poll of TV viewers, who will select their favorite shows and entertainers in seven categories. The actual presentation of these awards will occupy 10 minutes of the full-hour chiefly devoted to entertainment sketches.

The colorcast will be sponsored by the Chrysler-Imperial Division of the Chrysler Corporation, through the Young and Rubicam Inc. advertising agency.

Miss Fabray became a full-fledged star on Broadway in the musical comedy, "Bloomer Girl," followed by an equally successful role in "High Button Shoes." For the latter, she received two Donaldson Awards -- the only leading lady ever to be doubly-honored in one season.

(more)



Following "High Button Shoes," Miss Fabray starred in "Love Life," "Arms and the Girl," and "Make a Wish." Later she played one of the leads in M-G-M's musical film, "Bandwagon." Her television debut came when she served as NBC's "color queen" back in 1953. She appeared as Sid Caesar's TV "wife" on the "Caesar's Hour" during the 1954 and 1955 seasons. Her performances won her two Emmy awards as "Best Comedienne" and "Best Supporting Actress" of 1955.

Miss Fabray made guest appearances on top variety shows (with Perry Como, Dinah Shore and other stars) and also headlined color specials including "High Button Shoes." She made her debut as a dramatic actress in a "Playhouse 90" production.

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NBC-New York, 2/12/60

CAST AND CREDITS FOR COLORCAST OF 'FOUR FOR TONIGHT'
ON 'THE PONTIAC STAR PARADE' ON NBC-TV NETWORK
WEDNESDAY, FEB. 24 (10-11 P.M. EST)

STARS:	Beatrice Lillie, Cyril Ritchard, Tammy Grimes and special guest Tony Randall
FORMAT:	Comedy revue
PRODUCED BY:	Robert Saudek Associates, in association with the NBC-TV Network
EXECUTIVE PRODUCER:	Robert Saudek
ASSOCIATE PRODUCER:	David J. Oppenheim
CO-DIRECTORS:	Gray Lockwood and Herb Ross (Director for Tammy Grimes segment: William A. Graham)
CHOREOGRAPHY:	Herb Ross (Choreography for Tammy Grimes segment: Ray Harrison)
WRITER:	Larry Gelbart
MUSICAL DIRECTOR:	Franz Allers
FEATURE EDITOR:	Mary V. Ahern
ART DIRECTOR:	Henry May
POINT OF ORIGINATION:	NBC-TV Network's Studio Two, Brooklyn, N. Y.
SPONSOR:	The Pontiac Motor Division, General Motors Corporation
AGENCY:	MacManus, John & Adams Inc.
PROGRAM PREEMPTS (THIS DATE ONLY):	"This Is Your Life" (10 p.m. EST) and "Wichita Town" (10:30 p.m. EST).
NBC PRESS REPRESENTATIVES:	Betty Lanigan (New York); Rolf Gompertz (Hollywood).

(more)

CAST AND CREDITS FOR COMMERCIAL OF 'FROM NOW FORWARD'
ON 'THE PONTIAC STAR PARADE' ON NBC-TV NETWORK
WEDNESDAY, FEB. 24 (10-11 P.M. EST)

PRESS REPRESENTATIVES:

[illegible]
(Hollywood).

Bonita Granville (Mrs Zanuck), Doris Dowling

"Voodoo Tom" (10:30 p.m. EST).

"Date in Your Life" (10 p.m. EST) and

Marjorie Lord, Chris Olsen, Tommy
Cirbes and Donald Grant Tony Randall

Conway Tearle

Robert Randel Associates, In association
with the NBC-TV Network

Nelson Gaunt

David O. Oppenheim

Gray Isenwood and Hugo Haas (Directors

for Tammy Series only: William A.
Graham)

Herb Hess (Choreography for Tammy Opening
segment: Jay Jackson)

Larry Gelbert

Frona Allyn

Mary V. Ahern

Corky Ney

NBC-TV Network's Double Two, Producers,
N. Y.

The Pontiac Motor Division, General
Motors Corporation

Hamilton, Tom & Adams Inc.

PROGRAM OUTLINE

"Four for Tonight" is actually four shows in one, so that each star has his own capsule presentation of material in which he excels.

"THE CYRIL RITCHARD SHOW" - Ritchard plays an English gentleman named Bogg, who attempts to win a bet from two fellow club members that he can travel "Around the World on Eighty Pounds." He is aided in his wild adventure by his manservant, Passport (played by Alvin Epstein). In his travels he goes to India, Paris, Morocco, Russia, Spain and other colorful spots where he picks up "proof" that he has visited each country.

"THE BEATRICE LILLIE SHOW" - Miss Lillie is seen first as a famous cabaret star in the throes of ennui, as she sings "Weary of It All." Among the items with which she is bored to desperation are jewels, her countless suitors, flowers and money. Her second song is a Bea Lillie special, "A Lesson with a Fan," in which she demonstrates the wiles a lady can work with the aid of a properly fluttering fan.

"THE TAMMY GRIMES SHOW" - This segment is a cavalcade of songs from the past 300 years in America, each sung by Tammy in the fashion of the day in which the song was introduced. Among the songs she will sing are "Robin Adair" and "Tobacco's But an Indian Weed" (written in the 1700s), "Round Her Neck She Wears a Yeller Ribbon" (written in the 1860s), "Lam', Lam', Lam'" (written about 1900); "The Gaby Glide" (written in 1911); "It's a Long Way to Tipperary," and "So Long Oo-long" and "Rose of Washington Square" (written in the World War I era).

(more)

PROGRAM NOTES

"Four for Tonight" is actually four shows in one, so that each star has his own separate presentation of material in which to excel.

"THE CYRIL RICHARD SHOW" - Billed as Englishman named Roger, who attempts to win a bet from two fellow clubmates that he can travel "Around the World on Eight Pounds." Impeded in his wild adventures by his manservant, Prospero (played by Alvin Epstein). In his travels he goes to India, Paris, Morocco, Malta, Spain and other colorful spots where he plucks up "proof" that he has visited each country.

"THE BELAFONTE LITTLE SHOW" - This little is even flimsy as a excuse either in the throes of ennui, as she sings 'Heavy of It." Among the items with which she is armed to temporarily end Belafonte's countless suitors, flowers and money. Her second song is the little special, "A Lesson with a Man," in which the demonstrates how a lady can work with the aid of a properly fluttering fan.

"THE THREE CRIMES SHOW" - This segment is a smorgasbord of songs from the past 300 years in duration, each sung by Nancy in the fashion of the day in which the song was introduced. Among the songs she will sing are "Down Argyle" and "Mistress's Suit or Indian Weed" written in the 1700s), "Round Yer Neck She Wears a Yellow Ribbon" written in the 1860s), "Ram', Ram', Ram'" (written about 1900), "The Lady Glide" (written in 1913) "It's a Long Way to Tipperary" and "Long Long-Long" and "Rose of Washington Square" (written in the Mid West I are).

(more)

"THE TONY RANDALL SHOW" - A series of "blackout sketches" in which targets of Randall's spoofing will include a famous comic book detective, a current hit movie, testimonials, commercials, jazz music, and TV audiences. (EDITOR'S NOTE: At no time will Randall appear in the makeup of Alfred E. Neumann of Mad Magazine, as announced in the NBC Daily News Report dated 1/13/60.) A highlight of the Randall segment will be the appearance of all four stars as members of a madrigal group. They will sing a 16th century madrigal "April Is in My Mistress' Face" in concert-hall fashion.

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NBC-New York, 2/12/60

PREVIEW OF CHILEAN TOUR PLANNED BY PRESIDENT EISENHOWER IS SET FOR 'TIME: PRESENT--CHET HUNTLEY REPORTING'

A preview of the Chilean tour planned by President Eisenhower will be presented on "Time: Present--Chet Huntley Reporting" Sunday, Feb. 21 on the NBC-TV Network (5:30-6 p.m. EST). The telecast will be presented on the eve of the President's departure -- on Feb. 22 -- for South America, his itinerary also including Brazil, Argentina and Uruguay.

An NBC News team, headed by correspondent Herb Kaplow, is now in Chile filming the program, which will examine the country's achievements as a century-old democracy and will look into the causes of its major problem -- runaway inflation. The cost of living in Chile has soared 3,000 per cent in 10 years.

Kaplow will describe the anti-inflation measures being taken by Chilean President Jorge Alessandri. He will interview three of the nation's political figures -- a conservative, a middle-of-the-roader and a member of the Communist Party.

The program will also study the economic foundations of Chile, including its copper, nitrate and steel industries, its wine growing and sheep raising. There will be film of an open pit copper mine which is the largest in the world.

Besides Kaplow, the NBC News team includes director James Kitchell and cameraman William Birch. Reuven Frank is producer of "Time: Present--Chet Huntley Reporting." Eliot Frankel is associate producer.

-----o----- NBC-New York, 2/12/60

DARREN McGAVIN BACK BEFORE 'RIVERBOAT' CAMERAS FOLLOWING ILLNESS AND INJURY

Darren McGavin is back before the cameras as star of the NBC-TV Network's "Riverboat" series, after being sidelined for two weeks. His absence was due at first to an attack of Asian flu and then to injuries in an auto crash.

McGavin, starring as Capt. Grey Holden, started filming the "Plague Town" episode this week, with guest star Beverly Garland in the role of a woman doctor on the Mississippi. Two episodes were filmed during McGavin's absence, with Dan Duryea filling in for the ailing star. McGavin has been seen in current "Riverboat" episodes, filmed before his injury and illness. The Duryea segments will be seen on dates to be announced.

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NBC-New York, 2/12/60

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NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Feb. 21-27 (All Times EST)

Sunday, Feb. 21

8-9 p.m. -- "Our American Heritage" presents "Shadow of a Soldier," starring James Whitmore, Melvyn Douglas, Teresa Wright and John Baragrey.

9-10 p.m. -- "The Chevy Show," starring Janet Blair, with guests Shari Lewis and Frankie Vaughan and special guest Craig Stevens.

Monday, Feb. 22

11-11:30 a.m. -- "The Price Is Right" with Bill Cullen.

12:30-1 p.m. -- "It Could Be You" with Bill Leyden.

10-11 p.m. -- "The Steve Allen Plymouth Show" - with tonight's guests Martha Raye, Johnny Desmond, Tom Poston and special guest Maurice Evans.

Tuesday through Friday, Feb. 23-26

6:30-7 a.m. -- "Continental Classroom" - Modern Chemistry

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Tuesday, Feb. 23

8:30-9:30 p.m. -- "Ford Startime" presents "Talent Scouts," with Dave Garroway as host. Talent scouts include Joan Crawford, Ethel Merman, Jack Paar and Richard Rodgers.

9:30-10 p.m. -- "The Arthur Murray Party" with tonight's guests June Lockhart, David Wayne, Anne Jeffreys and Robert Sterling.

(more)

2 - NBC-TV Network Colorcast Schedule

Wednesday, Feb. 24

8:30-9 p.m. -- "The Price Is Right" - with Bill Cullen

9-10 p.m. -- "Perry Como's Kraft Music Hall" - Perry's guests tonight are Anne Bancroft, Bert Lahr, Kay Starr and The Mills Brothers.

10-11 p.m. -- "The Pontiac Star Parade" presents "Four for Tonight," a revue starring Beatrice Lillie, Cyril Ritchard, Tammy Grimes and special guest Tony Randall.

Thursday, Feb. 25

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford with guest Minnie Pearl.

Friday, Feb. 26

8:30-9:30 p.m. -- "The Bell Telephone Hour" presents "The Music Makers," with Polly Bergen, John Raitt, Lorin Hollander, Barbara Cook, The Hamilton Trio, The Dukes of Dixieland and The Buffalo Bills.

9:30-10 p.m. -- "Masquerade Party" with host Bert Parks.

Saturday, Feb. 27

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

4:30-5 p.m. -- "Racing from Hialeah" - the Flamingo Stakes.

7:30-8:30 p.m. -- "Bonanza" - tonight, "The Stranger," with guest star Lloyd Nolan.

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NBC-New York, 2/12/60

JACK TRACY
ROOM 320

February 15, 1960

'ALFRED HITCHCOCK PRESENTS,' HIGHLY POPULAR WEEKLY MYSTERY SERIES PRODUCED BY NOTED MASTER OF SUSPENSE, WILL BE TELECAST BY NBC-TV NEXT FALL

"Alfred Hitchcock Presents," the highly popular weekly series of mystery programs produced by the celebrated master of suspense, will be presented on the NBC Television Network next Fall, it was announced today by David Levy, Vice President, NBC Television Programs and Talent.

The half-hour filmed series, which has been an outstanding success for five years on CBS-TV, will be seen in a weekly time period to be announced, Mr. Levy said.

Bearing the unmistakable Hitchcock trademark, "Alfred Hitchcock Presents" each week offers mystery gems that have become synonymous with the best in suspenseful television thrillers.

"Alfred Hitchcock Presents" is the highest rated half-hour suspense drama series on television. It is seen each week by more than 25 million viewers.

-----o------

February 15, 1960

AMERICAN MOTORS TO CO-SPONSOR 'JOURNEY TO UNDERSTANDING--VOL. III';
SERIES OF 16 SPECIAL NBC-TV NETWORK PROGRAMS IS NOW COMPLETELY SOLD

The American Motors Corporation will co-sponsor "Journey to Understanding -- Volume III," NBC-TV's 16-program series on overseas missions of President Eisenhower and other leaders, making the series fully sponsored, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The sponsorship marks American Motors' return to network television after an absence of three years, Fred W. Adams, Director of Automotive Advertising and Merchandising for the firm, said.

"Telecasts of such major importance are a significant public service with which we are proud to be associated," Mr. Adams said. "They represent the finest utilization of television's unique ability to put the viewer on the scene while history is being made."

American Motors' purchase is for the Rambler automobiles. Previously, North American Philips Company had signed as co-sponsor of the telecasts for its Norelco electric shavers.

The initial program in the series of 16 special programs, all in prime nighttime periods, will be telecast Saturday, Feb. 27, in the "World Wide 60" time period (9:30-10:30 p.m. EST). It will deal with the first four days of the President's South American visit and Premier Khrushchev's tour of India, Burma and Indonesia. The series will consist of six one-hour and ten half-hour programs. The last program in the series will be on July 1.

The American Motors purchase was made through Geyer, Morey, Madden & Ballard, Inc., of Detroit.

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50,000 DOCTORS THROUGHOUT U.S.A. INVITED TO HEAR CLOSED CIRCUIT REPORT FROM INTERNATIONAL CONFERENCE ON ASIAN INFLUENZA IN BETHESDA, MD., VIA NBC'S MEDICAL RADIO SYSTEM

Fifty thousand doctors throughout the United States have been invited to hear a special closed-circuit radio report on Asian flu Friday, Feb. 19.

The program will originate from Bethesda, Maryland, where medical experts from six foreign countries and the United States have been called to a three-day International Conference on Asian Influenza, by the National Institutes of Health of the United States Public Health Service.

At the invitation of Surgeon General LeRoy E. Burney, the findings of the conference will be made immediately available to doctors through facilities provided by the Medical Radio System. Arrangements for this closed-circuit meeting at 50 locations in 16 areas, have been made through the American Medical Association and its state and county societies.

The Medical Radio System, a new service of the National Broadcasting Company in conjunction with RCA, is scheduled to be operational in the Fall of 1960. However, the importance and timeliness of this Asian flu conference was felt by the System's Editorial Board to provide an excellent opportunity to demonstrate the type of program MRS will present to doctors when it is established.

(more)

The Asian Influenza Conference is being conducted under the chairmanship of Dr. Clayton G. Loosli, Dean of the University of Southern California's School of Medicine under a grant made to USC by NIH.

Dr. Loosli and Dr. Joseph E. Smadel, Associate Director of the National Institutes of Health, will conduct the scientific portion of the program which will include reports by medical experts on the following aspects of Asian Influenza: Epidemiology, Mechanisms of Spread, Clinical Characteristics, Physical Abnormalities, Specific Prophylaxis, Vaccine Problems, and the Role of Health Organizations.

Surgeon General LeRoy E. Burney will summarize the preparedness plans of the U. S. Public Health Service in an influenza pandemic.

Also participating on the program will be Dr. Julian Price of Florence, S. C., Vice Chairman of the Board of Trustees of the American Medical Association.

The closed circuit will be introduced on Friday evening by Dr. Chester Scott Keefer, President-Elect of the American College of Physicians and Chairman of the new System's Editorial Board. Other members of this Board are: Dr. Michael E. DeBakey, Houston; Dr. Arthur C. DeGraff, New York; Dr. Seymour M. Farber, San Francisco; Dr. Joseph Garland, Boston; Dr. Rudolph H. Kampmeier, Nashville; Dr. Daniel M. Rogers, Wenham, Mass.; Dr. Edward C. Rosenow Jr., Philadelphia; Dr. Howard A. Rusk, New York, and Dr. Frank M. Woolsey Jr., Albany.

(more)

The Asian Pacific Conference is being convened
under the sponsorship of Dr. Thorson to discuss
[illegible] of economic cooperation [illegible]
[illegible] to deal by them.

Mr. Powell and Dr. Thorson [illegible]
[illegible] of the Northern territories of Asia, [illegible]
[illegible] the [illegible] of the previous year [illegible]
[illegible] to solicit support in the Eastern Pacific [illegible]
[illegible] [illegible] development of [illegible] [illegible]
[illegible], trading [illegible], [illegible]
[illegible] [illegible] the form of [illegible] [illegible].

[illegible] General Lodge [illegible] [illegible]
the [illegible] plans of the U. S. [illegible] [illegible]
of [illegible] [illegible].

[illegible] participation on the [illegible] [illegible]
[illegible] [illegible], in the [illegible] of the [illegible]
[illegible] of the American Natural Association.

The [illegible] [illegible] will be [illegible] [illegible]
[illegible] by Dr. [illegible] [illegible] [illegible] [illegible]
[illegible] [illegible] of [illegible] [illegible] [illegible]
[illegible] [illegible] [illegible]. [illegible] [illegible]
Dr. [illegible] L. [illegible], [illegible] [illegible] [illegible]
[illegible] [illegible] [illegible] [illegible] [illegible]
[illegible] [illegible] [illegible] [illegible] [illegible]
[illegible] [illegible]

An important function of the Medical Radio System according to Dr. Keefer is that "it will enable doctors to learn what goes on at medical meetings which they may not be able to attend." When the MRS is operational, programs of scientific importance and post-graduate medical information will be brought directly to the doctor in his own private office or home a number of times each day.

The cities in which the closed circuit will be carried are:

Boston	Chicago
New York	Minneapolis - St. Paul
Philadelphia	Des Moines
Washington	Dallas - Fort Worth
Baltimore	Denver
Atlanta	Seattle
Miami	San Francisco
Pittsburgh	Los Angeles

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NBC-New York, 2/15/60

Los Angeles Times Syndicate

An important Question of our Nation, Media Bureau
Committee to Dr. Keyes Letters. "I'm not going to take no
blame and even on my patient services letter that may not
be made is shared." When one asks is appropriate,
of notability Bernstein and post-operative medical information
will be another directly to the doctor in my private
office in less a number of three each day.

One cities by after the closed-circuit will be
national are:

Boston	Chicago
New York	Minneapolis - St. Paul
Philadelphia	San Antonio
Washington	Dallas - Fort Worth
Pittsburgh	Denver
Atlanta	Seattle
Miami	San Francisco
Pittsburgh	Los Angeles

Los Angeles Times Syndicate

ORIGINAL SOUND-TRACK RECORDING FROM NBC 'PROJECT 20'
PRODUCTION OF 'NOT SO LONG AGO' TO BE RELEASED

An original sound-track recording from the NBC-TV "Project 20" production of "Not So Long Ago," with Bob Hope as narrator, will be released by RCA Victor at the end of this month.

(The program, which re-creates the years 1945 to 1950 through fact-film, music of the period, and commentary, will be telecast Friday, Feb. 19 (8:30-9:30 p.m. EST in black and white only.)

The LP album, which will be available in stores both in monaural and stereo, will be subtitled "Peace, It's Wonderful!" It will be a music-and-sound portrait of the U. S. from V-J Day to the outbreak of war in Korea. Top hit tunes of the years 1945-1950 will be featured, along with the voices of Bob Hope, Albert Einstein, Babe Ruth, Fiorello H. LaGuardia, Harry S. Truman, Winston Churchill, Gary Cooper, Whittaker Chambers, and Dwight D. Eisenhower, among others.

Robert Russell Bennett's orchestral score for the show and the album includes "Beer Barrel Polka," "She Wore a Yellow Ribbon," "Dear Hearts and Gentle People," "It's Been a Long, Long Time," "Sentimental Journey," "Civilization," "Accentuate the Positive," "Buttons and Bows," "The Thing" and "That Old Black Magic."

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NBC-New York, 2/15/60

AWARD-WINNING NBC NEWS FILMED STORIES

TO BE SHOWN IN SPECIAL TELECAST

NBC News filmed stories singled out for awards in the 1959 News Pictures of the Year competition will be shown on "This Was Our Best," a special program to be presented on the NBC-TV Network (except WRCA-TV) Saturday, Feb. 20 (5-5:30 p.m. EST). (WRCA-TV only, Sunday, Feb. 21 4-4:30 p.m. EST.)

The awards are sponsored jointly by the National Press Photographers Association, the School of Journalism of the University of Missouri and the Encyclopedia Britannica. The competition provides a forum in which cameramen themselves "may hold a mirror up to their year's work, and themselves evaluate their progress and their future goals."

"This Was Our Best" will be narrated by NBC News correspondent Wilson Hall. It will be produced by William Fitzgerald and directed by Martin Hoade.

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NBC-New York, 2/15/60

NBC STARS AT MACY'S TV AND MUSIC FESTIVAL

The stars of three NBC-TV Network daytime programs -- Gene Rayburn, Merv Griffin and Hugh Downs -- will be among the headliners in the annual Macy's TV and Music Festival at the TV and Music Centre in Macy's Herald Square, New York, store.

Gene Rayburn, host of "Dough Re Mi" (telecast Monday-through-Friday at 10 a.m. EST), and Merv Griffin, host of "Play Your Hunch" (telecast Monday through Friday at 10:30 a.m. EST), will both be at the Festival Tuesday, Feb. 16 at 2:30 p.m.

Hugh Downs, host of "Concentration" (telecast Monday through Friday at 11:30 a.m. EST), will appear Wednesday, Feb. 24 at 2:30 p.m.

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NBC-New York, 2/15/60

CREDITS FOR 'A REQUIEM FOR MARY JO' SATURDAY, FEB. 20
IN 'WORLD WIDE 60' SERIES ON THE NBC-TV NETWORK

TIME:	NBC-TV Network Saturday, Feb. 20 (9:30-10:30 p.m. EST)
DESCRIPTION:	The story of how a young composer wrote a jazz setting for a Methodist Church service as a memorial to his infant daughter. A service in which the music was performed is interspersed with the narrative.
NARRATORS:	Ed Summerlin, of Denton, Tex., the composer; his wife, Mary; the Rev. Bill Slack Jr., assistant pastor of First Methodist Church, Denton; and Dr. Roger Ortmayer, professor of Christianity and the Arts, Perkins Theological Seminary, Southern Methodist University.
MOOD COMMENTARY BY:	Chet Huntley
SERIES HOST:	Frank McGee
PRODUCED BY:	Reuven Frank
DIRECTED BY:	George Murray
SENIOR EDITOR:	Bill Hill
PHOTOGRAPHED BY:	Jesse Sabin and Bruce Powell
FILM EDITOR:	Robert Loweree
UNIT MANAGER:	Dan O'Connor
NBC PRESS REPRESENTATIVE:	Howard Van der Meulen, New York

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NBC-New York, 2/15/60

NBC-TV NETWORK COLORCAST SCHEDULE

For March (All Times EST)

Tuesday through Friday, March 1-4

6:30-7 a.m. -- "Continental Classroom" - Modern Chemistry

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Tuesday, March 1

8:30-9:30 p.m. -- "Ford Startime"

9:30-10 p.m. -- "The Arthur Murray Party"

Wednesday, March 2

8:30-9 p.m. -- "The Price Is Right" with emcee Bill Cullen.

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, March 3

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford

Friday, March 4

8:30-9:30 p.m. -- "The Art Carney Show" - Art Carney in "The Best of Anything," a comedy revue.

9:30-10 p.m. -- "Masquerade Party" - Bert Parks is host.

Saturday, March 5

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza"

9:30-10:30 p.m. -- "Journey to Understanding" Volume III, Report Three - a color film report on President Eisenhower's tour of South America.

(more)

Sunday, March 6

8-9 p.m. -- "Breck Sunday Showcase" presents "Turn the Key Deftly," starring Julie Harris, Maximilian Schell and Francis Lederer.

9-10 p.m. -- "The Chevy Show" - starring Roy Rogers and Dale Evans.

Monday through Friday, March 7-11

6:30-7 a.m. -- "Continental Classroom"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Monday, March 7

10-11 p.m. -- "The Steve Allen Plymouth Show"

Tuesday, March 8

8:30-9:30 p.m. -- "Ford Startime"

9:30-10 p.m. -- "The Arthur Murray Party"

Wednesday, March 9

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, March 10

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

Friday, March 11

8:30-9:30 p.m. -- "The Bell Telephone Hour"

9:30-10 p.m. -- "Masquerade Party"

Saturday, March 12

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza"

9:30-10:30 p.m. -- "World Wide 60" presents "The Shape of Things," a program showing the effect of architecture on man.

Sunday, March 13

9-10 p.m. -- "The Dinah Shore Chevy Show"

(more)

Monday through Friday, March 14-18

6:30-7 a.m. -- "Continental Classroom"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Monday, March 14

10-11 p.m. -- "The Steve Allen Plymouth Show"

Tuesday, March 15

8:30-9:30 p.m. -- "Ford Startime"

9:30-10 p.m. -- "The Arthur Murray Party for Bob Hope"

Wednesday, March 16

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, March 17

9:30-10 p.m. -- "The Ford Show" starring Tennessee Ernie Ford.

Friday, March 18

8:30-9:30 p.m. -- "The Victor Borge Show - Accent on Spring" on "The "Pontiac Star Parade."

9:30-10 p.m. -- "Masquerade Party"

Saturday, March 19

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza"

Sunday, March 20

6-7 p.m. -- "The Bell System Science Series" presents "The Alphabet Conspiracy" (Repeat)

8-9 p.m. -- "Our American Heritage" presents "Autocrat and Son," a drama of the early career of Oliver Wendell Holmes Jr.

9-10 p.m. -- "The Dinah Shore Chevy Show"

(more)

4 - NBC-TV Network Colorcast Schedule for March

Monday through Friday, March 21-25

6:30-7 a.m. -- "Continental Classroom"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Monday, March 21

10-11 p.m. -- "The Steve Allen Plymouth Show"

Tuesday, March 22

8:30-9:30 p.m. -- "Ford Startime"

9:30-10 p.m. -- "The Arthur Murray Party for Bob Hope"

Wednesday, March 23

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, March 24

9:30-10 p.m. -- "The Ford Show," starring Tenneseee Ernie Ford

Friday, March 25

8:30-9:30 p.m. -- "The TV Guide Award Show." Robert Young is host.

9:30-10 p.m. -- "Masquerade Party"

Saturday, March 26

10-10:30 a.m. --"The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza"

Sunday, March 27

9-10 p.m. -- "The Chevy Show"

Monday through Thursday, March 28-31

6:30-7 a.m. -- "Continental Classroom"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

(more)

(none)

5 - NBC-TV Network Colorcast Schedule for March

Monday, March 28

10-11 p.m. -- "The Steve Allen Plymouth Show"

Tuesday, March 29

8:30-9:30 p.m. -- "Ford Startime"

9:30-10 p.m. -- "The Arthur Murray Party"

Wednesday, March 30

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, March 31

9:30-10 p.m. -- "The Ford Show"

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NBC-New York, 2/15/60

- NBC-TV Network Color-cast Schedule for Week

day, March 28

10-11 p.m. -- "The Steve Allen Eighteenth Show"

esday, March 29

8:30-9:30 p.m. -- "Four Star"

9:30-10 p.m. -- "The Perry Mason Party"

dnesday, March 30

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

rsday, March 31

8:30-10 p.m. -- "The Ford Show"

NBC-New York, 2/25/60

JACK TRACY
ROOM 320

)M THE NATIONAL BROADCASTING COMPANY
y Rockefeller Plaza, New York 20, N. Y.

2-X-H

February 16, 1960

The following announcement was made today by Mr. Robert E. Kintner, President of the National Broadcasting Company:

Bob Sarnoff, Chairman of the National Broadcasting Company, and I met in Florida today with Jack Paar. On behalf of his large and loyal audience we asked Jack to return to the Jack Paar show. Jack agreed to come back to the show on Monday, March 7, after a three-weeks vacation. Bob Sarnoff and I are delighted.

-----o-----

ɔM THE NATIONAL BROADCASTING COMPANY
ty Rockefeller Plaza, New York 20, N. Y.

February 16, 1960

Jack Paar's decision to return to his show March 7 was taken at a meeting in Florida this morning with Robert W. Sarnoff, Chairman of the Board, and Robert E. Kintner, President of the National Broadcasting Company. The NBC executives motored to Mr. Paar's vacation retreat from Boca Raton, where they had been attending an NBC Television Affiliates conference over the weekend.

Before the conversations began, Mr. Paar handed Mr. Kintner a letter that he had written Monday, February 15, the day before. Following is the text of the letter:

(more)

TITLE CHANGE FOR 'SUNDAY SHOWCASE' DRAMA

The title of the Merle Miller drama depicting the last years of Ira Hayes has been changed from "The Ira Hayes Story" to "The American," Robert Alan Aurthur, executive producer of NBC-TV Network's "Sunday Showcase," announced today. "The American" will be telecast on "Sunday Showcase" March 27 (8-9 p.m. EST, in black and white only).

ROBERT HORTON AND MICHAEL ANSARA AT HOUSTON STOCK SHOW

Two NBC Television Network stars have been signed to headline the annual Houston (Tex.) Stock Show (not a telecast).

Robert Horton, co-star of "Wagon Train" (Wednesdays, 7:30-8:30 p.m. EST) stars during the week beginning Feb. 21, and Michael Ansara, star of "Law of the Plainsman" (Thursdays, 7:30 p.m. EST) headlines during the week starting Feb. 28.

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NBC-New York, 2/16/60

NBC NEWS TEAM AND CBS CAMERAMAN IN INDONESIA ROUGHED UP WHILE FILMING CHINESE AWAITING REPATRIATION TO COMMUNIST CHINA; FOOTAGE OF INCIDENT POOLED FOR TELECAST ON TWO NETWORKS

An NBC News team and a CBS cameraman were roughed up today (Feb. 16) when they entered a compound in Djakarta, Indonesia, to film a group of Chinese awaiting repatriation to Communist China.

Director Fred Rheinstein and cameraman Dexter Alley, both of NBC News, and cameraman Wade Bingham of CBS, were attacked by a mob of 40 Chinese throwing stones and wielding metal spikes. None was seriously injured.

A second NBC cameraman, Yong Su Kwon, filmed the incident from outside the compound. The pooled NBC and CBS film is being rushed to the United States for telecasting on the two networks.

The NBC and CBS men entered the compound with permission from the Indonesian government and were accompanied by two military policemen. They began filming the group of several hundred Chinese who are to be repatriated from West Java to Communist China.

The mob of 40 Chinese attacked the newsmen despite warning shots fired by one of the military policemen. They smashed one camera, seized another, and broke other equipment before the newsmen made their way to safety outside the compound.

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NBC-New York, 2/16/60

CAST, CREDITS AND HIGHLIGHTS FOR 'FORD STARTIME' COLORCAST OF 'TALENT SCOUTS' ON NBC-TV NETWORK TUESDAY, FEB. 23

PROGRAM:	"Talent Scouts" on "Ford Startime"
TIME:	NBC-TV Network colorcast Tuesday, Feb. 23 (8:30-9:30 p.m. EST)
FORMAT:	A one-shot return to TV of the former long-running (1948-58) "Talent Scouts" program, which showcased tomorrow's stars.
HOST:	Dave Garroway
TALENT SCOUTS:	Dave Garroway, Joan Crawford, Maureen O'Hara, Ethel Merman, Richard Rodgers, Tommy Sands, Hugh Downs
TALENT:	Colleen Dewhurst, Brascia and Tybee, Paul Wallace, Lauri Peters, Joannie Sommers, Lester James, the John La Salle Quartet
EXECUTIVE PRODUCERS:	Irving Mansfield and Peter Arnell
PRODUCED BY:	William Nichols
DIRECTED BY:	Grey Lockwood
CHOREOGRAPHED BY:	Danny Daniels
ORCHESTRA CONDUCTED BY:	Harry Sosnick
COSTUMES:	Lewis Brown
SCENIC DESIGNER:	Herb Andrews
WRITTEN BY:	George Foster
UNIT MANAGER:	Douglas Lutz
ASSOCIATE PRODUCER:	Hugh McPhillips
ASSISTANT TO THE PRODUCER:	Jean Heaton
LIGHTING DIRECTOR:	William Klages
TECHNICAL DIRECTOR:	Heino Ripp

(more)

MAKEUP BY:	Robert Philippe
VIDEO:	Arthur Dahm
AUDIO:	Mahlon Fox
STAGE MANAGERS:	Chuck Stamps and Norman Hall
PRESENTATION BY:	An Impa Production in association with Hubbell Robinson Productions on the NBC-TV Network

* * *

SPONSOR:	The Ford Motor Company
AGENCY:	J. Walter Thompson Company
ORIGINATION:	The Ziefgeld Theatre, New York City, on color video tape
NBC PRESS REPRESENTATIVES:	Charlie Gregg (New York); Bill Fague (Hollywood)

* * *

HIGHLIGHTS

Colleen Dewhurst (introduced by Joan Crawford) will perform the sleepwalking scene from Shakespeare's tragedy, "Macbeth."

Brascia and Tybee (introduced by Maureen O'Hara) will dance a combination flamenco and mambo.

Paul Wallace (introduced by Ethel Merman) will dance "Variations on a Jazz Theme."

Joannie Sommers (introduced by Tommy Sands) will sing "What's New?"

(more)

Lester James (introduced by Hugh Downs) will sing "Hey, There."

The John La Salle Quartet (introduced by Dave Garroway) will offer "Clementine" and "Just in Time."

Lauri Peters (introduced by Richard Rogers) will sing "Sixteen Going on Seventeen."

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NBC-New York, 2/16/60

MERRILL MUELLER TO NARRATE 'THIS WAS OUR BEST,' SPECIAL TELECAST OF AWARD-WINNING NBC NEWS FILMED STORIES

NBC News correspondent Merrill Mueller will narrate "This Was Our Best," a special program showing award-winning NBC News filmed stories, to be presented on the NBC-TV Network (except WRCA-TV) Saturday, Feb. 20 (5-5:30 p.m. EST). (WRCA-TV only, Sunday, Feb. 21, 4-4:30 p.m. EST.)

Mueller replaces NBC News correspondent Wilson Hall in the narrator's role. The latter has been assigned to Brazil for preliminary duties in connection with the NBC News coverage of President Eisenhower's South American trip.

The films to be shown in the special telecast received awards in the 1959 News Pictures of the Year competition sponsored jointly by the National Press Photographers Association, the School of Journalism of the University of Missouri and the Encyclopedia Britannica.

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NBC-New York, 2/16/60

JACK TRACY
ROOM 320

2-X-H

NBC COLOR TELEVISION NEWS

February 17, 1960

'SUNDAY SHOWCASE'

'THE FRANCES LANGFORD SHOW' TO BE A 'REXALL TV SPECIAL'

Colorcast Will Present Bob Cummings, Johnny Mathis, Three Stooges, Don Ameche, Mary Costa, Hermione Gingold and Mothers of Film Folk

"The Frances Langford Show," starring Frances Langford and her guests -- Johnny Mathis, the Three Stooges, Don Ameche, Mary Costa, Hermione Gingold and special guest star Bob Cummings -- will be a "Rexall TV Special" colorcast on the NBC-TV Network Sunday, May 1 from 8-9 p.m. EDT.

Ray Heindorf and his Orchestra, the Hermes Pan Dancers, the Jud Conlon Singers and Jack "Mr. Bongo" Costanzo also will be featured. Another highlight of the colorcast will be the appearance of the Motion Picture Mothers Club of Hollywood, whose members are the mothers of famous motion picture personalities.

Frank Tashlin will write and direct "The Frances Langford Show" which will be produced by Charles Wick. The colorcast will be sponsored by the Rexall Drug Company through the Batten, Barton, Durstine & Osborn Inc. advertising agency.

The mothers of the following movie personalities will be seen in the sequence featuring the Motion Picture Mothers Club of

(more)

Hollywood: Eddie Albert, Richard Carlson, Gary Cooper, Mary Costa, the late Lou Costello, Tony Curtis, Doris Day, Glenn Ford, Mrs. Samuel Goldwyn, Dorothy Lamour, Frances Langford, Jack Lemmon, Anita Louise, Dean Martin, Ann Miller, the late Wayne Morris, Mrs. Ken Murray, Ginger Rogers and Cesar Romero.

Production details, song numbers and comedy sketches will be announced later. The program will originate in Hollywood.

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NBC-New York, 2/17/60

February 17, 1960

BORIS KARLOFF SIGNED AS HOST FOR NBC-TV NETWORK'S UPCOMING "THRILLER" SERIES OF ONE-HOUR DRAMAS

Stage and screen actor Boris Karloff has been signed as host of the NBC-TV Network's "Thriller" series of full-hour classic and original mystery dramas for presentation during the 1960-61 season, executive producer Hubbell Rosinson announced today.

In addition, Mr. Robinson said, John Cassavetes -- star of NBC-TV's "Johnny Staccato" (Thursdays, 8:30-9 p.m. EST) -- has been signed to star in the "Thriller" premiere, "Doubles in Death," an adaptation by James Cavanaugh of the novel by William Grew.

Karloff, noted for his chilling screen portrayals and especially as star of numerous "Frankenstein" movies, has also starred in numerous sympathetic roles on Broadway and television -- including his critically acclaimed portrayals of the kindly bishop in "The Lark," a Broadway play about Joan of Arc, and on TV as Father Knickerbocker in "The Shirley Temple Storybook" version of "The Legend of Sleepy Hollow." A native of Dulwich, England, Karloff made two motion pictures in 1959, "The Haunted Strangler" and "Frankenstein, 1970."

(more)

Fletcher Markle will produce "Thriller" for Mr. Robinson's company, Hubbell Robinson Productions, producers of NBC-TV's current Tuesday night "Startime" series of colorcast specials. The first "Thriller" presentation, "Doubles in Death," goes into production this week in Hollywood.

All presentations of the new series will be filmed in black and white on location in the United States and abroad.

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NBC-New York, 2/17/60

NBC-TV AND RADIO NETWORK PROGRAM

PRESIDENT EISENHOWER'S REPORT TO THE NATION
ON HIS COMING SOUTH AMERICAN TRIP WILL
BE ON NBC-TV AND NBC RADIO NETWORKS

President Eisenhower will report to the nation on his coming South American trip and comment on the security and strength of the U. S. Sunday, Feb. 21, in an address to be broadcast by the NBC Television and Radio Networks.

NBC-TV will carry the special program from 6:30 to 6:45 p.m. EST via video tape. NBC Radio will carry it from 8:35 to 8:50 p.m. EST.

The President will speak from the White House.

NBC COLOR TELEVISION NEWS

February 17, 1960

JANE RUSSELL AND DOROTHY COLLINS ADDED TO STELLAR ROSTER
ON TWO-PART 'ARTHUR MURRAY PARTY FOR BOB HOPE' COLORCAST

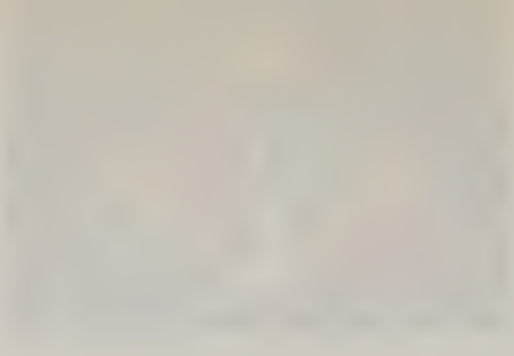
Actress Jane Russell and songstress Dorothy Collins have been added to the list of friends of Bob Hope who will join in the NBC-TV Network's two-part "roasting" of Hope on "The Arthur Murray Party for Bob Hope" colorcasts for Tuesdays, March 15 and 22 (9:30-10 p.m. EST).

(EDITOR'S NOTE: Two previously announced guests on "The Arthur Murray Party for Bob Hope" will not appear. They are Jack Paar and Janis Paige.)

All of the guest "roasters" will be seen in both segments of the program, but will perform in only one. Performers on "The Arthur Murray Party for Bob Hope" for Tuesday, March 15 will include Los Angeles Rams halfback Jon Arnett, comedian Cliff Arquette (as Charley Weaver), professional golfer Jimmy Demaret, comedian and ex-pugilist Rocky Graziano, comedian Alan King, actresses Dorothy Lamour and Jayne Mansfield, baseball star Mickey Mantle and Miss Russell.

Singer Tony Bennett, comedian Johnny Carson, Miss Collins, actress Gloria De Haven, musical comedy star Ethel Merman and

(more)



syndicated columnist Earl Wilson will perform on the second segment, to be colorcast Tuesday, March 22.

Names of additional guests plus a list of sketches, monologues and production numbers will be announced.

"The Arthur Murray Party for Bob Hope," with Kathryn Murray as hostess, will be produced by Arthur Murray and directed by Coby Ruskin, with Lee Reynolds and James Saphier as associate producers.

Bob Hope, "fall guy" for the colorcast ribbing, will donate his $100,000 fee to the newly established Bob Hope Fight for Sight Fund of the National Council to Combat Blindness.

The program will originate from the Ziegfeld Theatre in New York City on color video tape.

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NBC-New York, 2/17/60

'SUNDAY SHOWCASE'

FIVE CAST ADDITIONS ANNOUNCED FOR 'THE AMERICAN'

Steven Hill, Milton Selzer, Sidney Pollack, Thomas Carlin and Frank Corsaro have joined the cast of "The American" (formerly titled "The Ira Hayes Story"), which will be telecast on the NBC-TV Network's "Sunday Showcase," March 27 (8-9 p.m. EST in black and white, only).

Hill will portray George Pitt, close friend of Ira Hayes, the Pima Indian whose last years will be dramatized in the Merle Miller play. He has appeared on television in "For Whom the Bell Tolls," "The Bridge of San Luis Rey," "The World of Nick Adams," "The Traveling Lady," and "Middle of the Night." He won a Sylvania Award for his performance in "Man on a Mountain Top," which was written by Robert Alan Aurthur, executive producer of "Sunday Showcase." His stage credits include "Mr. Roberts" and "The Country Girl."

Selzer, who is cast as Harry Cooler, was last seen on TV in "Tiger at the Gates" and "What Makes Sammy Run?" He has been in the film, "The Last Mile," and appeared on Broadway in "The Visit" and "Richard III."

Sidney Pollack's TV credits include "The Fifth Column," "For Whom the Bell Tolls," and the NBC-TV Network "Ford Startime" presentation, "Something Special."

Thomas Carlin has appeared on television in "Juno and the Paycock," "Lullaby," and the daytime drama, "Search for Tomorrow," and on the stage in "The Power and the Glory." Frank Corsaro has acted on the "Armstrong Circle Theatre."

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NBC-New York, 2/17/60

UNDERWATER PHOTO SPECIALIST HAS ASSIGNMENT TO FILM MYSTERY SUB OFF ARGENTINA--IF CRAFT IS STILL THERE

On assignment from NBC News to film the mystery submarine in the Golfo Nuevo, Argentina -- if it is still there -- John Light, underwater photography specialist, is awaiting word from the Argentine Navy on when he can proceed with the project.

Light arrived in Buenos Aires last Friday. He was told the Navy was involved in "active operations" to pinpoint the submarine and could not permit him to dive in the gulf. On Monday, however, Light reported to NBC News that Navy officials appeared more cooperative and had asked him to make a duplicate film for their use. He said he had been promised word soon as to when he could begin.

While waiting, Light filmed the arrival at Buenos Aires Airport of U. S. Navy equipment sent to help the Argentineans in their search for the mystery boat.

He told NBC News that if he sees the submarine, he will be able to tell whether it is Russian -- through a process of elimination. He explained that he can identify the underwater craft of every other country.

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NBC-New York, 2/17/60

UNDERWATER PHOTO SPECIALIST HAS ASSIGNMENT TO FILM
MYSTERY SUB OFF PATAGONIA--IT CAN'T BE ROYAL NAVY'S

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untry.

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NBC-New York, 5/27/60

CAST AND CREDITS FOR 'THE BOB HOPE BUICK SHOW' ON NBC-TV NETWORK, MONDAY, FEB. 22 (8:30-9:30 PM EST)

STARRING:	Bob Hope
WITH GUEST STARS:	Ginger Rogers, Wally Cox, Jimmy Demaret, and David Rose and his orchestra
SPECIAL ATTRACTION:	Presentation of the Photoplay Gold Medal Awards to Gina Lollobrigida, Tony Randall, Millie Perkins, Troy Donahue, Ross Hunter and Michael Gordon.
DIRECTED BY:	Jack Shea
PRODUCED BY:	Jack Hope
WRITTEN BY:	Lester White and John Rapp; Mort Lachman and Bill Larkin; Charles Lee
CONSULTANT:	Norman Sullivan
SPECIAL MATERIAL:	Gig Henry
CHOREOGRAPHY:	Jack Baker
COSTUMES:	Kate Drain Lawson
MAKEUP:	Bill Morley
ASSOCIATE DIRECTOR:	Clay Daniel
TECHNICAL DIRECTOR:	Joe Conn
LIGHTING:	Joe Viera
AUDIO:	John Pawlek
VIDEO:	Stan Saueressig
UNIT MANAGER:	Jerry McPhie
ASSOCIATE PRODUCER:	Sil Caranchini
PRODUCTION BY:	Hope Enterprises Inc., in association with the NBC Television Network.

(more)

CAST AND CREDITS FOR "THE BOY WITH BLACK SHOES" ON SECURITY TELEVISION.

MONDAY, FEB. 22 (8:30-9:30 PM EST).

STARRING:

Bob Hope

MAIN GUEST STARS:

Ginger Rogers, Sheila Cox, Jimmy Cannon,
and David Ryan and the orchestra

SPECIAL APPEARANCES:

Presentation of the Hollywood Gold Medal
awards to Dana Lamplighter, Tony
Randall, Mollie Feather, Chag Dawson,
Rose Hunter and Nimrod Crowder.

DIRECTED BY:

Jack Lane

PRODUCED BY:

Jack Cope

WRITTEN BY:

Darren Wolfe and Jack Hope, Bert Lederer
and Sally Lawton, Sheila Lee

CONSULTANT:

Herman Gallivan

SPECIAL MATERIAL:

Clay Berry

CHOREOGRAPHY:

Mack Bates

COSTUMES:

Tale Corin Lewis

MAKEUP:

Pitt Bosley

ASSOCIATE PRODUCER:

Clay Cordel

TECHNICAL DIRECTOR:

Joe Cain

LIGHTING:

Joe Tice

AUDIO:

John Smith

VIDEO:

Jim Southwest

UNIT MANAGER:

Terry Nelson

ASSOCIATE PRODUCER:

Bri Carmichael

Home Enterprises Inc., In association with
the BBC Television Network.

(more)

2 - Cast and Credits for 'The Bob Hope Buick Show'

EXECUTIVE PRODUCER:	Bob Hope
SPONSOR (AND AGENCY):	Buick Division of General Motors Corporation, (McCann-Erickson Inc.)
NBC PRESS REPRESENTATIVES:	Bill Fague (Hollywood); Al Cammann (New York)
PROGRAM PRE-EMPTS (THIS DATE ONLY):	"Tales of Wells Fargo" (8:30-9 p.m. EST) and "Peter Gunn" (9-9:30 p.m. EST)

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NBC-New York, 2/17/60

- Cast and Credits for "The Bob Hope Buick Show"

EXECUTIVE PRODUCER:

Bob Hope

PRODUCER (AND AGENCY):

Buick Division of General Motors Corpora-
tion. (McCann-Erickson Inc.)

ALL TAPED
SATELLITE:

Bill Fagan (Holiday Inn): Al Dewsnup (New
York)

ORIGINAL PRE-EMPTED (TAPED
DATE ONLY):

"Voice of Media Negro" (9:30-9 p.m. EST)

and "Peter Cline" (9-9:30 p.m. EST)

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NBC-New York, 3/17/69

JACK TRACY
ROOM 320

2-X-H

NBC COLOR TELEVISION NEWS

February 18, 1960

ROBERT HORTON HAS TITLE ROLE IN 'JEFF McCLEOD, THE LAST REB'
ON 'FORD STARTIME' COLORCAST OF TUESDAY, MARCH 1
- - -
Ricardo Montalban, Anne Francis, Marshall Thompson,
Priscilla Gillette Are Co-Stars in Civil War Story

Robert Horton has been signed to star in the title role of "Jeff McCleod, the Last Reb," the NBC-TV Network's "Ford Startime" colorcast special for Tuesday, March 1 (8:30-9:30 p.m. EST).

Co-stars for the Civil War drama about the last contingent of Confederate troops to lay down their arms after Lee's surrender at Appomattox include Ricardo Montalban as Lt. Benito "Turk" Geraldi, Anne Francis as Emma, Marshall Thompson as Lt. Train and Priscilla Gillette as Hannah.

Others in the cast include Don Grady, Kathleen Widdoes, Jim Bridges and Gaines Kincaid. "Jeff McCleod, the Last Reb" will originate in Hollywood.

The teleplay by Douglas Heyes and William D. Gordon will be produced by Fletcher Markle and directed by Paul Nickell. Hubbell Robinson is executive producer

(more)

(for Hubbell Robinson Productions) of the "Startime" series, sponsored by the Ford Motor Company through its agency, the J. Walter Thompson Company.

Robert Horton, in addition to his regular co-starring role of Flint McCullough on NBC-TV's "Wagon Train" series, has been seen recently on NBC-TV as a guest star on "Perry Como's Kraft Music Hall" and on "The Ford Show," starring Tennessee Ernie Ford.

Ricardo Montalban was recently seen in "A Night at Trappers Landing" on NBC-TV's "Riverboat" series. Anne Francis will co-star in "Autocrat and Son" on "Our American Heritage" Sunday, March 20 (NBC-TV Network, 8-9 p.m. EST), and Marshall Thompson starred last month in "Off Duty Affair" on NBC-TV's "The Loretta Young Show."

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NBC-New York, 2/18/60

NBC COLOR TELEVISION NEWS

February 18, 1960

HOWARD KEEL AND CAROL LAWRENCE HEAD "MAIN STREET USA" COLORCAST OF "BELL TELEPHONE HOUR" FRIDAY, MARCH 11

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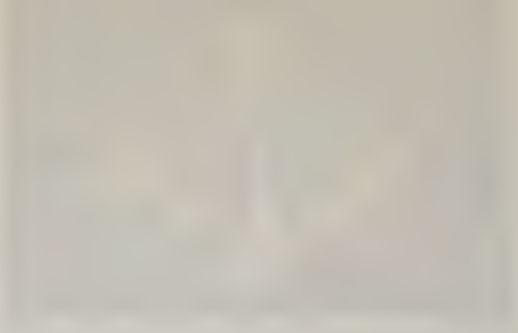
"Tour" of Small Towns of the Nation Will Also Present Roger Williams, Hi-Lo's with Connie Francis, Eddie Hodges, American Ballet Theatre

Howard Keel and Carol Lawrence head the cast of "Main Street, USA" a musical interpretation of a small town America on the "Bell Telephone Hour" colorcast Friday, March 11 on the NBC-TV Network (8:30-9:30 p.m. EST). Pianist Roger Williams, the Hi-Lo's with Connie Francis, Eddie Hodges and the American Ballet Theatre complete the lineup.

Keel will be host as well as singing star and he will be accompanied by young Hodges in a tour of American small towns. The American Ballet Theatre will be seen in one of its most popular offerings "Graduation Ball." Principal dancers will be announced shortly.

Sid Smith is producer of this program. Barry Wood is executive producer of the series for Henry Jaffe Enterprises.

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FROM THE NATIONAL BROADCASTING COMPANY
Thirty Rockefeller Plaza, New York 20, N. Y.

February 18, 1960

SAMUEL LUBELL, POLITICAL COLUMNIST-AUTHOR, WILL CONTRIBUTE REPORTS ON PRIMARIES, CONVENTIONS, CAMPAIGNS, ELECTIONS TO THE NBC TELEVISION AND RADIO NETWORKS

Samuel Lubell, noted political columnist and author, will contribute reports on the 1960 primaries, conventions, campaigns and elections to the NBC Television and Radio Networks, it was announced today by William R. McAndrew, Vice President, NBC News.

Lubell will analyze trends and forecast voting results on special NBC News programs as well as such regular telecasts as the "Texaco Huntley-Brinkley Report," "Today" and "Time: Present--Chet Huntley Reporting." His first report, the date of which will be announced soon, will preview the Wisconsin primary election on April 5.

His television and radio reports will be in addition to his nationally syndicated newspaper columns. In these columns, he established his technique of determining voting trends by conducting house-to-house public opinion polls and by analyzing previous election returns county by county.

Lubell has discussed his political findings in numerous magazine articles and in several books, including "The Future of American Politics" (Harper, 1952) and "Revolt of the Moderates" (Harper, 1956). In the latter, he found that voters were in a conservative mood and wanted "to keep things as they are."

(more)

Press Department, Room 320

He wrote that the moderate elements, by refusing to cast their lot with either party, "have forced both the Democrats and the Republicans to turn their backs on the extremists in their ranks and to fight for the middle ground where the balance of victory lies."

Lubell's family came to this country from Poland in 1913, when he was two years old. He studied at the College of the City of New York, later transferred to the School of Journalism, Columbia University, and was graduated in 1933. In the next few years he worked on several newspapers, including the Washington Post.

During World War II, Lubell was engaged in government work. He was assistant to James F. Byrnes, then Director of the Office of Economic Stabilization. He also assisted Bernard M. Baruch on a number of projects, including an advisory committee for the Office of War Mobilization.

He married Helen Sopot on March 22, 1941. They have two sons, Bernard and Walter. Lubell, according to a report on his work in a national magazine, belongs to "that relatively new newspaper phenomenon -- the scholar-reporter, the eruditely backgrounded genus of newsman."

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NBC-New York, 2/18/60

NBC NEWS TO PRESENT PREVIEW OF "JOURNEY TO UNDERSTANDING--VOLUME III"
FOLLOWING TELECAST OF PRESIDENT EISENHOWER'S REPORT SUNDAY

Following President Eisenhower's report to the nation on his coming South American trip and on the security and strength of the U. S., Sunday, Feb. 21, NBC News will telecast a special 15-minute preview of "Journey to Understanding -- Volume III" from 6:45 to 7 p.m. EST.

The NBC-TV Network will telecast the President's address -- "Preview to Latin America" -- from 6:30 to 6:45 p.m. EST, as previously announced, and NBC Radio Network (including WRCA) will present the report from 8:35 to 8:50 p.m. EST.

"Journey to Understanding -- Volume III" is a series of special programs which will cover President Eisenhower, Premier Khrushchev, and President de Gaulle on their missions abroad in the coming months as well as the summit conference to be held in Paris. The new series will start Feb. 27.

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NBC-New York, 2/18/60

NBC COLOR TELEVISION NEWS



February 18, 1960

'SHADOW OF A SOLDIER' COLORCAST ON 'OUR AMERICAN HERITAGE' WILL HAVE JUST ONE COMMERCIAL (PLUS OPENING AND CLOSING ANNOUNCEMENTS)

The Equitable Life Assurance Society of the United States will present only one commercial message -- in addition to opening and closing announcements -- during the full-hour colorcast of "Shadow of a Soldier" on the NBC-TV Network's "Our American Heritage" Sunday, Feb. 21 (8-9 p.m. EST).

According to the sponsor's agency (Foote, Cone and Belding), and to "Our American Heritage" producer Mildred Freed Alberg, the first 37 minutes of the drama will be presented without sponsor messages "so as to preserve all of the continuity of the dramatic and poignant story of Gen. Ulysses S. Grant."

The colorcast of "Shadow of a Soldier" -- telling the authentic story of Grant's last days and tracing key moments in Grant's career -- stars James Whitmore as Grant, Teresa Wright as Julia Dent Grant, Melvyn Douglas as Mark Twain and John Baragrey as Robert E. Lee.

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JOHN HOUSEMAN AND VINCENTE MINNELLI GET MOVIE ACADEMY ASSIGNMENTS AS DIRECTORS FOR OSCAR AWARD SHOW

John Houseman and Vincente Minnelli have been named directors (for the Academy) for the 32nd Annual Academy of Motion Picture Arts and Sciences Awards Presentations, to be carried over the NBC Television and Radio Networks Monday, April 4 (10:30 p.m.-12 mid. EST).

Minnelli received an Oscar last year for his direction of "Gigi" and Houseman produced "Julius Caesar," which was nominated for the best picture award in 1953.

Alan Handley will produce and direct the Oscar telecast for NBC-TV and Arthur Freed will produce for the Academy.

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NBC-New York, 2/18/60

ACCESS RESTRICTED TO AUTHORIZED USERS

February 18, 1960

"TODAY" TO PRESENT ONE-HOUR LIVE SEGMENT MONDAY, FEB. 22,
ON PRESIDENT EISENHOWER'S TRIP TO SOUTH AMERICA

- - -

Start of Tour and Feature Background Included in Special Coverage

NBC-TV Network's "Today" show will change its normal procedure and telecast a full-hour segment "live" Monday, Feb. 22 only in its special feature on President Eisenhower's trip to South America, it was announced today by producer Bob Bendick.

The show is ordinarily taped the afternoon before presentation on the network. The decision to telecast the first hour (7-8 a.m. EST) of the program "live" was made so that the show could cover President Eisenhower's departure from Washington. The second hour segment of the program will be video taped Sunday afternoon.

"Today" will have a special mobile unit at Andrews Air Force Base in Washington to cover the pre-takeoff ceremonies and the actual departure of President Eisenhower. NBC correspondent Frank McGee will be on hand to describe the scene.

The special feature will also present a comprehensive study of the historical backgrounds of each of the four countries the President will be visiting. "Today" viewers will be able to follow the route Eisenhower will be taking throughout South America as Garroway traces the tour on a specially constructed map.

(more)

Biographies of the chiefs of state of Argentina, Brazil, Chile and Uruguay will be featured through film clips and various documents which will give an insight to their political and personal lives.

A special phone circuit has been set up between the "Today" studio and Rio de Janeiro where Garroway will talk to NBC correspondent Herb Kaplow about Brazil's planned reception for Eisenhower.

"Today" will also present a discussion of the President's Sunday, Feb. 21 report to the nation (which will be covered by the NBC-TV and Radio Networks).

Writer John Dunn heads the "Today" unit for this special segment.

("Today" is telecast Monday through Friday, 7-9 a.m. EST.)

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NBC-New York, 2/18/60

JACK TRACY
ROOM 320

NBC TRADE NEWS

TWO EXECUTIVE APPOINTMENTS TO STAFF OF NBC'S POLITICAL BROADCASTING UNIT ANNOUNCED: ARTHUR HAMILTON NAMED AS DIRECTOR AND VINCENT MITCHELL AS MANAGER, TRAFFIC

FOR RELEASE TUESDAY A.M.; FEB. 23, 1960

The appointment of two executives to the staff of NBC's Political Broadcasting Unit, effective immediately, was announced today by William S. Hedges, Vice President, NBC Political Broadcasting Unit.

The two new members are Arthur Hamilton, Station Manager of WRCA, who has been named Director of the unit, and Vincent Mitchell, Manager, NBC-TV Advance Facility Planning, who was appointed, Manager, Traffic, Political Broadcasting Unit.

Mr. Hamilton, who joined NBC in 1942 as a page, was a captain in the Marine Corps during World War II, rejoining the company after the war as an accountant in the Radio Recording Department. After serving in the budget office, he joined the business office of the NBC Owned Stations Division in 1949. In 1951, he was named Controller of WRC and WRC-TV, the NBC Owned Stations in Washington.

He returned to New York in 1953 as Controller of WRCA and WRCA-TV. The following year, he was named Manager of Production and Business Affairs, and in June, 1956, became WRCA Station Manager.

Mr. Hamilton lives in Rockville Centre, N. Y., with his wife and five children.

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Mr. Mitchell, who joined NBC in 1941, also as a page, became Page Supervisor in 1942. After service in the Army during World War II, he returned as Supervisor of Nighttime Announcers, NBC Radio Network. In 1948, he became Supervisor, Central Booking, NBC Radio, and a year later became Supervisor, TV Facilities Assignments. In 1955, he became staff assistant to the Director, Network TV Productions and in 1957 he was named Manager, NBC-TV Advance Facility Planning.

He lives in New York City with his wife.

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NBC-New York, 2/19/60

NBC COLOR TELEVISION NEWS

February 19, 1960

'HOWDY DOODY SHOW' TO INTRODUCE NEW PROGRAM FEATURE TO INTEREST CHILDREN IN READING FOR ENJOYMENT

"The Howdy Doody Show" next month, in an endeavor to interest children in reading books for enjoyment, will introduce a new feature as part of its Saturday morning colorcasts on the NBC-TV Network (10 a.m. EST), it was announced today by E. Roger Muir, producer of the series.

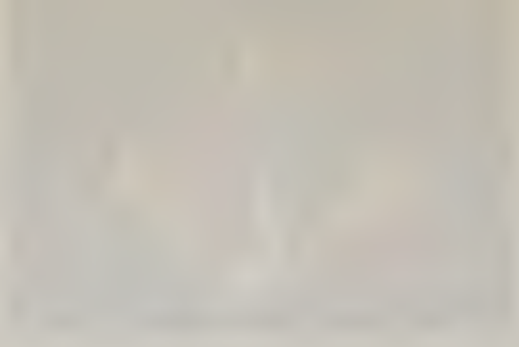
Beginning with the March 19 program, Howdy Doody and "Buffalo" Bob Smith, co-stars of the show, each Saturday will recommend to young viewers a group of books specially selected by the National Television Children's Book Committee, a group of four outstanding people from the children's book field.

The Committee will recommend five books a month -- one "for the youngest," one "for first readers," two for "more advanced readers," and one book for "family read aloud." To call attention to

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NOTE TO EDITORS:

The NBC Daily News Report will not be issued Monday, Feb. 22 (Washington's Birthday). The next mailing will be dated Tuesday, Feb. 23.



the "Reading is Fun" theme, "The Howdy Doody Show" colorcast of March 19 will be devoted entirely to dramatizing the exciting and adventure-filled world that books can open to readers.

Heading the National Television Children's Book Committee is Mrs. Ruth Gagliardo, director of library services for the Kansas State Teachers Association; director of the Children's Traveling Book Exhibits for the State of Kansas, and a member of the Reading Development Committee -- a joint committee of the American Library Association and the Book Publishers Council. She is also past chairman of the joint committee of the National Education Association and the American Library Association and for the past six years has served as national chairman of the Reading and Library Service of the National Conference of the P.T.A.

Other members of the Committee are:

Miss Mildred Batchelder, who has been active in the children's book field for more than 30 years and is presently executive secretary of the Children's Service Division of the American Library Association and former head of the children's department of the Omaha Public Library.

Miss Ruth Harshaw, prominent in the broadcasting field since 1939 when she started the "Battle of Books" radio program for the Chicago Board of Education and which is still on the air and used for in-school broadcast purposes. She also originated and still moderates "The Carnival of Books" on radio station WMAQ (NBC's Chicago station). This program recently won a Thomas Alva Edison Award as the "best children's radio program."

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Miss Frances Sullivan, head of the children's department of the Wichita (Kansas) City Library since 1945 and a member of the William Allen White Children's Book Award Committee since 1952. Miss Sullivan is also active in the American Library Association and P.T.A. children's book activities.

"The purpose of this project is to get children to read for fun," Mr. Muir said. "We will recommend good books that youngsters will want to read and will be fun to read. As a result we hope children will become more active readers. Knowing how influential Howdy Doody is with kids, we are sure his suggestions will carry great weight with young viewers and open up a new world for many."

The recommended books will not be new ones, Mr. Muir explained, but those that have been in print for at least one year so they will be readily available in libraries and book stores across the country.

Following is the first group of books to be recommended on "The Howdy Doody Show.":

For the Youngest -- "Johnny Crow's Garden," a picture book by Leslie Brooks.

For First Readers -- "Curious George Flies a Kite," by Margret Rey.

For More Advanced Readers -- "The Enormous Egg," by Oliver Butterworth, and "Pippi Longstocking," by A. E. Lindgren.

For Family Read Aloud -- "Freddy Goes to Florida," by W. R. Brooks.

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NBC-New York, 2/19/60

February 19, 1960

THOUSANDS OF DOCTORS IN 16 CITIES HEAR CLOSED-CIRCUIT REPORT OF AUTHORITIES ON ASIAN FLU FROM BETHESDA, MD., MEETING OVER FACILITIES PROVIDED BY MEDICAL RADIO SYSTEM

World-famous medical authorities reported their research and recommendations for curbing Asian flu tonight (Friday, Feb. 19) to thousands of doctors in 16 cities by means of facilities provided by NBC-RCA's Medical Radio System.

Within hours after the final session of the three-day International Conference on Asian Influenza, held in Bethesda, Md., under the auspices of the National Institutes of Health of the U. S. Public Health Service, a 60-minute analysis of findings and conclusions was heard by physicians gathered at 50 locations in metropolitan areas throughout the nation.

Dr. Chester Scott Keefer, President of the American College of Physicians and Chairman of the Medical Radio System's Editorial Board, introduced the speakers, who discussed the clinical characteristics, methods of diagnosis, treatment, and problems of communicating information about Asian flu.

The speakers were: Dr. Alexander D. Langmuir, Chief, Epidemiology Branch, Communicable Diseases Center, U. S. Public Health Service; Dr. Carl C. Dauer, Medical Adviser, National Office of Vital Statistics, U. S. Public Health Service; Dr. George E. Burch, Professor and Chairman of the Department of Medicine, Tulane University School of Medicine; Dr. C. H. Stuart-Harris, Professor of Medicine, University of Sheffield, Sheffield, England; Dr. Thomas Francis Jr., Professor and Chairman, Department of Epidemiology,

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February 15, 1960

THOUSANDS OF DOCTORS IN 30 CITIES HEAR CLOSED-CIRCUIT EXPERT

AUTHORITIES ON ASIAN FLU FROM NATIONAL MD., MEETING

OVER FACILITIES PROVIDED BY MUSICAL RADIO NETWORK

World-famous medical authorities reported their research
and recommendations for curbing Asian flu tonight (Sunday, Feb. 15)
to thousands of doctors in 30 cities by means of TV tubing provided
by RCA-NBC's National Radio Network.

Within hours after the final session of the three-day Preventive Conference on Asian Influenza, held in Bethesda, Md., under the auspices of the National Institutes of Health of the U. S. Public Health Service, a 90-minute condensation of findings and conclusions were carried by physicians gathered at 30 locations in metropolitan areas throughout the nation.

Dr. Chester Keefe, President of the American Medical Association, Physicians and Dentists of the Medical Radio Physicals Network, introduced the participants, who described the clinical characteristics, methods of diagnosis, treatment, and prospects of immunization against Asian flu.

The speakers were: Dr. Alexander D. Langmuir, Chief, Epidemiology Branch, Communicable Disease Center, U. S. Public Health Service; Dr. Carl C. Dauer, Medical Advisor, National Office of Vital Statistics, U. S. Public Health Service; Dr. George E. Burch, Professor and Chairman of the Department of Medicine, Tulane University School of Medicine; Dr. C. P. Rhoads, Sloan-Kettering Institute, Memorial Hospital, Dr., Professor and Chairman, Department of Epidemiology,

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School of Public Health, University of Michigan; Dr. Gordon N. Meiklejohn, Professor and Department Head, Department of Medicine, University of Colorado School of Medicine; Dr. Irwin M. Rosenstock, Chief, Behavior Science Studies, Division of General Health Services, U. S. Public Health Service; Mr. Robert Kleckner, science writer, Chicago Sun-Times; Dr. Julian P. Price, Trustee and Vice President of the Board of Trustees of the American Medical Association.

The discussions were moderated by Dr. Clayton G. Loosli, Dean and Professor of Medicine, University of Southern California School of Medicine, who was also Chairman of the International Conference on Asian Influenza; Dr. Joseph E. Smadel, Associate Director, National Institutes of Health; and Dr. Colin M. MacLeod, Professor of Research Medicine, Hospital of the University of Pennsylvania.

Dr. LeRoy E. Burney, Surgeon General of the U. S. Public Health Service, summarized the findings at the conclusion of the closed-circuit, which was transmitted to Atlanta, Baltimore, Boston, Chicago, Denver, Des Moines, Dallas-Ft. Worth, Los Angeles, Miami, Minneapolis-St. Paul, New York, Philadelphia, Pittsburgh, San Francisco, Seattle, and Washington, D. C.

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NBC-New York, 2/19/60

NBC TELEVISION NETWORK NEWS

February 19, 1960

GUEST STARS WILL BE ON HAND TO HELP HOST GENE RAYBURN LAUNCH THIRD YEAR OF 'DOUGH RE MI' ON NBC-TV NETWORK

Guest stars, including Merv Griffin, will join host Gene Rayburn on the NBC-TV Network's "Dough Re Mi" Wednesday, Feb. 24, to help celebrate the start of the daytime series' third year on NBC-TV (Monday through Friday, 10 a.m. EST).

In addition to the special guests, several humorous features are also planned for the telecast, which will be the series' 510th presentation.

In its two years on television, "Dough Re Mi" a musical game show, has paid its audiences many dividends in laughter. Highlighted by Rayburn's comedy routines, unexpected antics and gags, the game has frequently given way to hilarity. However, when the game finally starts, lucky panelists who can identify popular songs from hearing just a few notes can win cash rewards as well. Home viewers also share in the prizes when their postcards are chosen by studio contestants who go on to win a game.

(Merv Griffin is host of "Play Your Hunch" on NBC-TV Monday-through-Friday at 10:30 a.m. EST).

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HUGH DOWNS TO SUB AS HOST OF 'JACK PAAR SHOW' A SECOND WEEK AND ARLENE FRANCIS WILL FILL SPOT THE FOLLOWING WEEK

\- - -

Downs Will Also Leave 'Concentration' Show for a Week to Do Acting Stint in an Upcoming 'Riverboat' Episode

Hugh Downs will continue as substitute host on NBC-TV Network's "The Jack Paar Show" during the second week of Paar's vacation, Feb. 22 to 25. Arlene Francis will take over the assignment during the following week, Feb. 29 to March 3.

"The Best of Paar," taped highlights from shows previously telecast on the network, are scheduled for Friday nights, Feb. 26 and March 4.

Paar will return to the show Monday, March 7.

Downs will take a vacation from "The Jack Paar Show" during the week of Feb. 29 and will travel to the West Coast for an upcoming episode on NBC-TV's filmed "Riverboat" series (Mondays, 7:30-8:30 p.m. EST). This will mark the first time that Downs has ever played a dramatic role.

Downs, who is also host of "Concentration" on NBC-TV (Monday through Friday 11:30 a.m. EST) will be away from the series during the week of Feb. 29. A substitute host will be announced.

Art James, announcer on "Concentration" will be announcer on "The Jack Paar Show" during the second week of Paar's absence and Bill Wendell will have the assignment the third week.

("The Jack Paar Show" is telecast Monday through Friday on the NBC-TV Network 11:15 p.m. to 1 a.m. EST.)

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NBC-New York, 2/19/60

NBC 'BRIEFING SESSION' PROGRAM, 'FOR WHITE CHRISTIANS ONLY,' WINS A 1960 NATIONAL BROTHERHOOD AWARD FROM NATIONAL CONFERENCE OF CHRISTIANS AND JEWS

The National Conference of Christians and Jews presented a 1960 National Brotherhood Award yesterday (Feb. 18) to NBC for its "Briefing Session" telecast, "For White Christians Only." The award is the highest recognition conferred by the N.C.C.J. in the media of mass communications.

In its citation, the N.C.C.J. said: "Through 'Briefing Session,' in cooperation with the National Educational Television and Radio Center, NBC is constantly alerting viewers to the vital issues and problems within our borders. On June 30th, 1959, the program covered the timely and pertinent subject of discrimination in housing, telecast under the title 'For White Christians Only.'

"It illuminated one of the 'blind spots' in the attitudes of many people who consider themselves good Americans, and proved that Brotherhood will come alive in our homes and communities only if it is a living force within ourselves."

Joel O'Brien, producer of "Briefing Session," accepted the award on behalf of NBC.

An Education Television Project program series, "Briefing Session" was telecast to the country's interconnected educational TV stations over NBC's regular network facilities on successive Tuesdays from 10:30 to 11 p.m. EST. Many NBC affiliated stations have carried the program on a delayed basis. Two cycles were telecast in 1959.

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NBC-New York, 2/19/60

'SUNDAY SHOWCASE'

CAST AND CREDITS FOR 'THE SECRET OF FREEDOM' ON THE NBC-TV NETWORK
SUNDAY, FEB. 28, 8 TO 9 P.M. EST (IN BLACK AND WHITE ONLY)

NBC Special Projects

presents

TONY RANDALL, THOMAS MITCHELL, KIM HUNTER

in

THE SECRET OF FREEDOM

A Play for Television by

ARCHIBALD MACLEISH

co-starring John McGiver, Lonnie Chapman, and Michael Pollard

PRODUCER:	Robert D. Graff
DIRECTOR:	Alan Schneider
ASSOCIATE PRODUCER:	John F. Herman
CINEMATOGRAPHER:	Joseph Brun
SUPERVISING FILM EDITOR:	Sidney Meyers
MUSIC COMPOSED AND CONDUCTED BY:	Morton Gould
TITLES:	Antonio Frasconi
SOUND RECORDING:	Willy Schwartz
PRODUCTION MANAGER:	Larry Kostroff
NBC PRESS REPRESENTATIVE:	Arthur Oppenheim (New York)

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'CTOOAS SUOMOJOT'

MAST AND CANOPUS FOR THE SOCIETY OF PROSPERO: OR THE NEO-TV MOVEMENT
(LONDON, PEN. SU, 2 TO 5 P.M. ANT (IN BLACK AND WHITE ONLY)

VBC Special Programs

Presents

TONY RANDALL, DONNA MILTNESS, KIM TAYLOR

in

THE SECRET OF MAGIC

A Play for Television by

ARCHIBALD MACLEISH

Co-starring Tony Randall, Donnia Chapman and Melany Pelham

PRODUCER:	Robert D. Cutler
DIRECTOR:	Alex Segal
ASSOCIATE PRODUCER:	Jerry E. Hosmer
CINEMATOGRAPHER:	Joseph Ruby
SUPERVISING FILM EDITOR:	Aaron Nepper
MUSIC COMPOSED AND CONDUCTED BY:	Morton Gould
TITLES:	Anthony Production
SOUND PRODUCTION:	Gene Corso
PRODUCTION MANAGER:	Larry Converse
AND THEIR ASSOCIATES AND STAFF:	Actors Guarantee (New York)

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THE CAST

JOE.....Tony Randall

DOC.....Thomas Mitchell

JILL.....Kim Hunter

CHRIS.....John McGiver

BILL.....Lonnie Chapman

SHOESHINE BOY....Michael Pollard

SID.....Norman Shelley

* * *

DESCRIPTION

"The Secret of Freedom," written expressly for production by NBC Television, is Archibald MacLeish's first play for the medium. MacLeish is a three-time Pulitzer Prize winner (in 1933 and 1953 for poetry; in 1959 for drama, his verse play "J.B.").

The new play tells the story of Joe (Tony Randall) and Jill (Kim Hunter), a civic-minded couple who have worked long and hard to gain passage of a tax referendum to improve the schools in their town. They are confident of victory, but the referendum is defeated. When Jill hears the news, she grows so angry that she antagonizes Joe and drives him from the house to seek solace and the answer to the bitter questions she has asked him about the town, the times, and the country.

The whole of the play was filmed in Mount Holly, N. J., a town of 15,000 persons 20 miles from Philadelphia, 75 miles from New York. This was chosen as the "typical" American town MacLeish's script calls for.

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NBC-New York, 2/19/60

THE CAST

(in order of appearance)

TOE.....Tony Randall

DOC.....Thomas Mitchell

JILL.....Kim Hunter

CHARLIE.....John Medley

BILL.....Jordan Chesman

SHOESHINE BOY...Michael Pollard

KID.....Norman Medley

* * *

DESCRIPTION

"The Secret of Freedom," written expressly for Operation Entertainment, is a Broadway Musical Extravaganza in two acts. Its locale is a three-time Political Prize winner (in 1953 and 1958 for history; in 1959 for drama. His verse play "I.E.").

The new play tells the story of Joe (Tony Randall) and Jill (Kim Hunter), a newly-wedded couple who have worked long and hard to gain passage of a tax reformation to improve the economic in their town. They are confident of victory, but the reformation is defeated. When Jill hears the news, she grows so angry that she unintentionally dies and revives like Zion the Savior to seek redress and the manner in the bitter battle she has waged with about the town, like Hitler and the country.

The whole of the play has filmed in Mount Holly, N. J., a town of 15,000 persons 20 miles from Philadelphia. It stars Tony Randall. Made was chosen as the "typical" American town Metalsky's script.

NBC COLOR TELEVISION NEWS

February 19, 1960

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Feb. 28 - March 5

Sunday, Feb. 28

9-10 p.m. -- "The Dinah Shore Chevy Show" - with guests Benny Goodman, Carl Reiner, Liane Dayde, Michel Renault and special guest Chuck Connors.

Monday through Friday, Feb. 29-March 4

6:30-7 a.m. -- "Continental Classroom" - Modern Chemistry.

11-11:30 a.m. -- "The Price Is Right" with Bill Cullen.

12:30-1 p.m. -- "It Could Be You" - with Bill Leyden.

Monday, Feb. 29

10-11 p.m. -- "POND'S PRESENTS PARIS a la mode," starring Jacques Bergerac as host.

Tuesday, March 1

8:30-9:30 p.m. -- "Ford Startime" presents "Jeff McCleod, the Last Reb," a Civil War drama starring Robert Horton and co-starring Ricardo Montalban, Anne Francis and Marshall Thompson.

9:30-10 p.m. -- "The Arthur Murray Party" - with guests Jean Pierre Aumont, Dick Van Dyke and Joe E. Brown.

Wednesday, March 2

8:30-9 p.m. -- "The Price Is Right" with Bill Cullen as host.

9-10 p.m. -- "Perry Como's Kraft Music Hall" - Perry's guests are Carol Lawrence, Theodore Bikel, Robert Morse and Nancy Walker.

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2 - NBC-TV Network Colorcast Schedule

Thursday, March 3

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford with tonight's guest Dale Robertson.

Friday, March 4

8:30-9:30 p.m. -- "The Art Carney Show" presents "The Best of Anything," a revue starring Art Carney with guests Roddy McDowall and Betty Garrett.

9:30-10 p.m. -- "Masquerade Party" - Bert Parks is host.

Saturday, March 5

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight - "Escape to Ponderosa"

9:30-10:30 p.m. -- "Journey to Understanding -- Volume III." Report Three -- a full-hour color filmed report on President Eisenhower's tour of South America.

CORRECTION FOR NBC-TV NETWORK COLORCAST SCHEDULE FOR MARCH:

Sunday, March 6

9-10 p.m. -- Kill: "The Chevy Show," starring Roy Rogers and Dale Evans. This program will be telecast in black and white only.

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NBC-New York, 2/19/60

JACK TRACY
ROOM 320

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NBC TRADE NEWS

February 23, 1960

COLGATE-PALMOLIVE TO SPONSOR "PLAY YOUR HUNCH" IN LARGEST SINGLE PURCHASE OF SEASON ON NBC-TV NETWORK'S DAYTIME SCHEDULE

The Colgate-Palmolive Company, in the largest single purchase of the season on the NBC Television Network's daytime schedule, and one of the largest in the network's history, will begin sponsorship of "Play Your Hunch" April 4, it was announced today by Don Durgin, Vice President, Television Network Sales.

The purchase is for 52 weeks and involves sponsorship of five quarter-hours per week of the popular audience-participation show.

"Play Your Hunch," which stars Merv Griffin, is produced by Goodson-Todman Productions, in association with the NBC Television Network. It premiered on NBC-TV Dec. 7, 1959, and is telecast from 10:30-11 a.m. EST.

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OM THE NATIONAL BROADCASTING COMPANY
ty Rockefeller Plaza, New York 20, N. Y.

February 23, 1960

ROBERT W. SARNOFF AND ROBERT E. KINTNER LETTER TO NBC CLIENTS DETAILS POSITIVE STEPS COMPANY HAS TAKEN TO MEET CHALLENGE TO INDUSTRY'S INTEGRITY POSED BY QUIZ SHOW DISCLOSURES

Positive steps taken by the National Broadcasting Company to meet the challenge to the integrity of broadcasting posed by the quiz show disclosures have been detailed by Robert W. Sarnoff, Chairman of the Board, and Robert E. Kintner, President, in a letter sent to advertising agencies and clients.

Mr. Sarnoff and Mr. Kintner pointed to NBC's comprehensive activities as demonstration "that industry self-regulation can work and is working."

They suggested, however, that "the establishment of reforms and safeguards should not overshadow the affirmative accomplishments, vitality, and potentials of a great medium."

"We are dedicated," said Mr. Sarnoff and Mr. Kintner, "not only to a broadcasting service of integrity but one of quality and distinction; to pioneering in such technical advances as color and such program concepts as the Specials; and to leading as well as meeting the whole range of America's tastes and interests with the most richly diversified schedule in television."

The letter follows:

After the first impact of the television quiz show disclosures, Walter Scott kept advertisers and agencies posted on NBC's role by sending out copies of the major

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statements we made at that time -- to the House Subcommittee on Legislative Oversight on November 5, 1959, and to the NBC Television Affiliates a week later. We were immensely heartened by the response to our stand, the measures we applied and the course we projected. Now we believe you should be brought up to date on the highlights of what NBC has been doing since then to meet the challenge to the integrity of broadcasting.

The challenge arose first in the quiz shows, where we met it by acting swiftly and decisively to rid ourselves of the abuses rather than the whole program category. As a result, we believe we have long since closed off opportunities for quiz show deception, and are offering this popular entertainment form under careful safeguards to the millions who enjoy it.

Beyond quiz shows, we have come to grips with this challenge wherever it might appear in a variety of practices that have developed over the years of the industry's mushrooming growth. This has meant a comprehensive and continuing review of all our operations to sift out anything that might be unethical or even borderline. In this effort, we have tried to be systematic and sensible; no lasting good could be served by hysteria or headlines. The task of reappraisal is still going forward, but we have made considerable progress.

The brunt of the task falls on NBC's Department of Standards and Practices. This permanent new arm of the company has undertaken fact-finding analysis and policy

recommendations that have already produced five directives designed to eliminate kickbacks and "payola" and set up clear-cut standards on the handling of merchandise prizes, news department procedures and the identification of recorded material.

NBC's long-standing ban of free plugs is being vigorously enforced by daily spot-check program monitoring and script review by Continuity Acceptance personnel, who are now part of the Department of Standards and Practices. Our contracts with outside producers now forbid mention of any trade names without network consent -- and all such producers must give warranties as to the honesty of the programs they produce for NBC.

In addition to requiring written substantiation of all claims, Continuity Acceptance now requires warranties on the authenticity of demonstrations. In its scrutiny of script material for taste and propriety, it has been especially alerted against excesses of violence and sex from the standpoint of young viewers. The imperative need for responsible handling of material prone to these abuses has been communicated directly by James A. Stabile, Vice President, Standards and Practices, to all producers of NBC programs.

We have undertaken program surveys of every type of show on NBC to probe for any possible malpractices and to strengthen procedures in such matters as the selection of guests and material. All programs submitted to us must now

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pass muster from the standpoint of security against unethical practices. We have also established our own expertly staffed unit for the acquisition and handling of prize merchandise.

We have thoroughly explored the whole area of disc-jockey shows on our facilities to safeguard against any abuses. This has entailed inquiries not only among our own personnel but in the record and music publishing fields. We have set up strict procedures for the selection of music. Record labels, for example, may not be mentioned on the air in connection with any particular record, and careful accounting is made of the number of times any single record is played.

Against the practice of "payola," we have conducted searching inquiries at each of our owned stations and, to meet a request for information from the Federal Communications Commission, we have obtained completed questionnaires from thousands of NBC employees, past and present. We have also sought out information on this and other abuses by taking affidavits from all NBC executives and program personnel.

We have tried to make the Television Code of the National Association of Broadcasters a more effective instrument for industry self-regulation. In recent months, David C. Adams, our Senior Executive Vice President, has written to our affiliates encouraging those who are not subscribers to join the Code and urging all subscribers to enforce its provisions with whole-hearted vigor; and we have been gratified

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by the response of the stations. We have also been actively cooperating in self-regulatory efforts by the A.N.A., the A.A.A.A. and, of course, with all government agencies, including the F.C.C., the Federal Trade Commission, the Attorney General's Office, and the New York County District Attorney.

These are highlights of what we have been doing to carry out fully the responsibility we reaffirmed last fall for all that we present over NBC facilities, whether in programs or advertising. Clearly, it is not a job that can be done overnight -- nor one that is ever finished.

The steps we have taken demonstrate, we believe, that industry self-regulation can work and is working. Important as this self-regulation is, we recognize it is only one aspect of our responsibility. The establishment of reforms and safeguards should not overshadow the affirmative accomplishments, vitality, and potentials of a great medium. We are dedicated not only to a broadcasting service of integrity but one of quality and distinction; to pioneering in such technical advances as color and such program concepts as the Specials; and to leading as well as meeting the whole range of America's tastes and interests with the most richly diversified schedule in television. We are grateful to you for your confidence, your cooperation and your encouragement.

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NBC-New York, 2/23/60

February 23, 1960

DR. CORNELIUS H. TRAEGER NAMED MEDICAL EDITOR OF MEDICAL RADIO SYSTEM

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Four New Appointments to Editorial Board Also Announced

Dr. Cornelius H. Traeger, physician and public health consultant, has been named Medical Editor of NBC-RCA's Medical Radio System, which is scheduled to go into operation in the Fall, it was announced today by Chester Scott Keefer, M.D., Chairman of the System's Editorial Board.

Dr. Traeger, a member of the Committee of Consultants for Medical Research to the U. S. Senate Appropriations Committee and a Fellow of the American College of Physicians, is Chief of the Rheumatology Clinic, Hospital for Special Surgery, and Chief of the Arthritis Clinic, Roosevelt Hospital, New York. Dr. Traeger was formerly a member of the Advisory Council, National Institutes of Health, and Special Consultant to the Surgeon General of the U. S. Public Health Service.

The Medical Radio System is designed to help overcome one of the modern physician's most critical problems -- the lack of sufficient time to keep abreast of new therapeutics, techniques and diagnostic methods -- by transmitting direct to his office the latest information in all these fields. At other times, specially selected music will be provided for the physician's waiting room.

Also announced were four new members appointed to the Editorial Board of the Medical Radio System. They are:

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(none)

Dr. Michael E. DeBakey -- Chairman of the Department of Surgery and Professor of Surgery, Baylor University.

Dr. Seymour M. Farber -- Assistant Dean, Continuing Education, University of California Medical Center, San Francisco; President of the American College of Chest Physicians; and Chairman, AMA Section, Diseases of the Chest.

Dr. Rudolph H. Kampmeier -- Professor of Medicine, Vanderbilt University.

Dr. Daniel M. Rogers -- Member of the Board of Directors of the American Academy of General Practice; Chairman of the Publications Committee of the periodical, GP.

Previously announced Board members are:

Dr. Chester Scott Keefer (Chairman) -- President of the American College of Physicians and Executive Director of Boston University Medical Center.

Dr. Arthur C. DeGraff -- Professor of Therapeutics, New York University - Bellevue Medical Center; Chairman, Revision Committee, U. S. Pharmacopoeia and Editor of the periodical, GP.

Dr. Joseph Garland -- Editor, the New England Journal of Medicine, Boston, Mass.

Dr. Edward Rosenow Jr. -- Executive Director, American College of Physicians and past Executive Secretary, Los Angeles County Medical Association.

Dr. Howard A. Rusk -- Professor and Chairman, Department of Rehabilitation and Physical Medicine, New York

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University College of Medicine, and associate editor of the New York Times.

Dr. Frank M. Woolsey Jr. -- Chairman of the Audio-Visual Committee, American Association of Medical Colleges; Associate Dean, Albany Medical College.

The Editorial Board will establish basic program policy and procedures of the Medical Radio System, including the acceptability of advertising messages for ethical pharmaceutical products, thus assuring the highest ethical and professional standards in all aspects of the service. All medical information material will be assembled and prepared for transmission by an experienced managing editor and a staff of professional writers under the direction of Dr. Traeger.

RCA will manufacture the special multiplex receiving equipment, install and service it through the RCA Service Company and record through RCA Victor the specially selected music to be played in doctors' waiting rooms.

The National Broadcasting Company will administer the Medical Radio System and provide the technical facilities for transmitting the medical programs to the 16 major cities which will receive the service during the initial year.

Henry T. Sjogren, NBC's Project Manager, explained that the Medical Radio System will be an invaluable public service medium in times of emergency, such as during epidemics, national disaster, medical alerts, or comparable situations which demand immediate contact with large numbers of doctors. The MRS facilities will be made available without charge to state and county medical associations,

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public health services and similar organizations for the transmission of information of special interest to physicians. The U. S. Public Health Service and medical associations have expressed keen interest in the project.

In each area, the Medical Radio System will operate over an FM multiplex subcarrier channel to specially built receivers in the physician's office and will not in any way interfere with regular local FM radio service.

The medical news and information programs will be heard by doctors only. During these transmissions the waiting-room speaker will be automatically disconnected. Initially, it is comtemplated that the service will be provided 13 hours daily, six days each week.

The news and information service reports will be transmitted in three 15-minute segments daily, with each program transmitted at four separate times during the day for the convenience of the doctor.

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NBC-New York, 2/23/60

NBC COLOR TELEVISION NEWS

February 23, 1960

MORE GREAT BANDS AND SINGING STARS OF A PAST ERA
WILL APPEAR ON "FORD STARTIME" COLORCAST SPECIAL
ENTITLED "THE SWINGIN' SINGIN' YEARS"

More of the great bands and singing stars of an American musical era gone by will be seen and heard in a second colorcast musical tribute, "The Swingin' Singin' Years," the NBC-TV Network's "Ford Startime" presentation for Tuesday, March 8 (8:30-9:30 p.m. EST).

In response to thousands of letters, telephone calls and telegrams in praise of "The Swingin' Years" on "Ford Startime," presented on NBC-TV last Feb. 9, "The Swingin' Singin' Years" has been conceived as a sequel program, executive producer Hubbell Robinson announced today.

Ronald Reagan will again serve as host for the special colorcast with guest stars Jo Stafford, Red Ingle and the Natural Seven, Vaughn Monroe, Eddy Howard, Woody Herman and the Herd, Charlie Barnet and his band, Louis Jordan and the Tympany Five, Freddie Martin and his orchestra, and Jack Fina.

As in the earlier colorcast, "The Swingin' Singin' Years" will be produced by Gil Rodin with George T. Simon as associate producer, and will be written by Tom Waldman and Frank Waldman. Barry Shear will be the director.

"Whereas 'The Swingin' Years,' which received one of the highest number-of-viewers ratings of all 'Startime' presentations, was a

(more)



cavalcade of music by the great swing bands of the pre-World War II era, 'The Swingin' Singin' Years' will be a cavalcade of music and songs by the big bands and singers of the post-war years," Mr. Robinson said.

Particular attention will be paid to the big band singers who have emerged after the war as singing stars on their own. A highlight of "The Swingin' Singin' Years" will be Jo Stafford's hillbilly version of "Temptation."

"The Swingin' Singin' Years," sponsored by the Ford Motor Company through J. Walter Thompson Company, will have an NBC Hollywood origination.

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NBC-New York, 2/23/60

NBC COLOR TELEVISION NEWS

February 23, 1960

ANDY WILLIAMS WILL BE HOST AND STAR OF 'PONTIAC STAR PARADE' COLORCAST SPECIAL ON NBC-TV NETWORK SATURDAY, APRIL 16

Television, nightclub and recording star Andy Williams will be the host and star of the Saturday, April 16 NBC-TV Network colorcast of "The Pontiac Star Parade" (8:30-9:30 p.m. EST). The full-hour musical show will be produced and directed by Bob Wells for Kerry Productions (Gene Kelly's television production company).

Williams, who starred in his own television musical variety series this past Summer on another network, appeared most recently on NBC-TV in the color special "Shubert Alley." His television debut was made with Steve Allen several seasons ago on Steve's "Tonight" show. Prior to striking out as a solo artist, Andy Williams was a member of the nightclub act entitled Kay Thompson and the Williams Brothers.

The show will originate live from Hollywood.

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ROM THE NATIONAL BROADCASTING COMPANY
rty Rockefeller Plaza, New York 20, N. Y.

February 23, 1960

FREEDOMS FOUNDATION AWARDS GO TO NINE NBC PROGRAMS, INCLUDING NETWORK AND LOCAL TV AND RADIO PRESENTATIONS

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In Addition, Leadership Citations Go to NBC Stars Bob Hope and Ward Bond

National Broadcasting Company programs -- including network and local radio and television presentations -- have won nine awards presented by the Freedoms Foundation at Valley Forge, Pa. In addition, Freedoms Foundation leadership citations have been awarded to NBC personalities Bob Hope and Ward Bond.

The awards are presented by the foundation each year for "outstanding efforts to improve public understanding and appreciation of the basic constitutional rights and freedoms inherent in the American way of life."

Awards were presented for NBC programs as follows:

To NBC -- For "Life in the Thirties" on the NBC-TV Network's "Project 20" series.

To the Lincoln National Life Insurance Company -- For "Meet Mr. Lincoln" on the NBC-TV Network's "Project 20" series.

To the Coca-Cola Company -- For the NBC-TV Network's special telecast of "America Pauses in September."

To the National Council of Catholic Men -- for "Freedom and the American Catholic" on the NBC-TV Network's "The Catholic Hour" series.

(more)

Jointly to NBC and the National Council of Catholic Men -- For "Report on American Culture" on the NBC Radio Network's "The Catholic Hour" series.

To the Sun Oil Company -- For "Freedom of Worship" on the NBC Radio Network's "Three Star Extra."

Jointly to NBC and the Jewish Theological Seminary of America -- A certificate of honor for "Goldstone's Folly" on the NBC Radio Network's "The Eternal Light" series.

To WRCV-TV, Philadelphia -- For "Land Where Our Fathers Died" on WRCV-TV's local "Hope for the World" colorcast series.

To WRCV, Philadelphia -- For WRCV Radio's "Freedom Flight" contest in cooperation with Independence Hall National Park and the City of Philadelphia.

The leadership citation for Bob Hope, star of the NBC-TV Network's "Bob Hope Buick Show," reads as follows:

"To Bob Hope, the man, for his fine example to America's youth and adults alike of forthright patriotism.

"For his sparkling example of success through hard work and personal responsibility, in his life from modest citizen to national luminary.

"For his excellent life-long example to boys and girls who seek sucesss through personal responsibility. No misfortune can tarnish his love of country or brilliant fame.

"For his inspired outpouring of effort and talent of the highest order to give happiness to the lonely men who serve in the honored uniform of the United States.

"For his life which will never lack eulogist, biographer or historian."

(more)

Identity to NBC and the National Council of Catholic Men -- For "Report on American Culture" on the NBC Radio Network's "The Catholic Hour" series.

To the Sun Oil Company -- For "Freedom of Worship" on the NBC Radio Network's "Three Star Extra."

Identity to NBC and the Jewish Theological Seminary of America -- A certificate of honor for "Toleration's Holy" on the NBC Radio Network's "The Eternal Light" series.

To WRCV-TV, Philadelphia -- For "Land Where Our Fathers Died" on WRCV-TV's Joyal 'Hope for the World' colorcast series.

To WRCV, Philadelphia -- For WRCV Radio's "Freedom Night" contest in cooperation with Independence Hall National Park and the City of Philadelphia.

The laudable dictation for Bob Hope, star of the NBC-TV Network's "Bob Hope Buick Show," reads as follows:

"To Bob Hope, the man, for his fine example to America's youth and adults alike of forthright patriotism.

"For his dramatic example of success through hard work and personal responsibility, in his life from modest station to national leadership.

"For his excellent life-long example to boys and girls who seek success through personal responsibility. His miraculous gift has love of country as its fulfillest item.

"For his inspired outpouring of effort and talent of the highest order to give happiness to the lonely men who serve in the armed services of the United States.

"For his life (which will never last enough, biographer or historian."

(more)

The leadership citation for Ward Bond, co-star of the NBC-TV Network's "Wagon Train" series, states:

"To Ward Bond for his deeds of forthright citizenship in extolling the virtues of our country under God.

"For his staunch defense of American institutional freedom when under attack within and out of his industry.

"For his steadfastness, courage and clarity of thought in the face of personal abuse and villification by advocates of the alien, atheistic doctrine of world socialistic Communism.

"For his serene conviction that responsible citizenship and absolute fidelity to the credo of freedom leads to national pride, freedom and peace."

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NBC-New York, 2/23/60

February 23, 1960

NATIONAL EDUCATION ASSOCIATION HAILS 'THE SECRET OF FREEDOM'
AS 'ONE OF MOST OUTSPOKEN FILMS EVER PRODUCED FOR TV'

\- - -

Urges Educators to Attract 'Largest Possible Audience'

"It is one of the most outspoken films ever produced for television," says the influential Journal of the National Education Association. "It presents the audience with a rather unpleasant picture of itself and of the strange mixed-up state of mind this country is in today."

The program so glowingly hailed is "The Secret of Freedom," the play Pulitzer Prize-winner Archibald MacLeish has written expressly for production by NBC Television. It will have its premiere in the Sunday Showcase time period Feb. 28 (8-9 p.m. EST, in black and white) with Tony Randall, Thomas Mitchell and Kim Hunter as its co-stars.

In view of the fact that the program "makes a powerful case for public support of education," the National Education Association is making a strong effort to attract a large audience to it. The NEA Journal, which goes to the entire membership of 750,000 classroom teachers and school administrators, has carried a detailed report on the program as a "public relations project for all educators." The NEA News, a weekly which goes to 80,000 educational leaders, and the NEA Scope, a weekly sent to 5,000 school administrators, also have carried enthusiastic advance stories on the program.

(more)

"Because this film will be on a nationwide television network," says the NEA Journal, "it offers educators in almost every part of the United States an opportunity to put their public relations know-how to work in order to attract the largest possible audience."

The Journal makes these suggestions:

Individual teachers can remind the parents of their students that this program will be on the air and urge them to watch it.

School executives can tell local civic groups and civic leaders that this program carries a vitally important message and suggest that they watch it.

Adult educators and local PTA chapters can organize discussion groups after the program.

School system newspapers and parent newsletters can carry advance stories about the program.

And in order to encourage the television networks to broadcast more programs of this kind, all educators can write approving letters to the networks or to their local television stations.

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NBC-New York, 2/23/60

NOMINATIONS ANNOUNCED FOR 1959 OSCARS

\- - -

NBC-TV and NBC Radio Networks Will Carry Motion Picture Academy Awards Presentations Monday, April 4

The race is on for the 1959 Oscars!

Nominations for the 32nd annual awards of the Academy of Motion Picture Arts and Sciences were announced in Hollywood yesterday by B. B. Kahane, president. The awards program will be carried over the NBC Television and Radio Networks Monday, April 4 (10:30 to 12 midnight EST) and, as a special event, will continue beyond its scheduled 90 minutes if the ceremonies run longer.

The nominations follow:

FOR THE BEST PERFORMANCE BY AN ACTRESS: Doris Day in "Pillow Talk," Audrey Hepburn in "The Nun's Story," Katharine Hepburn in "Suddenly, Last Summer," Simone Signoret in "Room at the Top," and Elizabeth Taylor in "Suddenly, Last Summer."

FOR THE BEST PERFORMANCE BY AN ACTOR: Laurence Harvey in "Room at the Top," Charlton Heston in "Ben-Hur," Jack Lemmon in "Some Like It Hot," Paul Muni in "The Last Angry Man," and James Stewart in "Anatomy of a Murder."

FOR THE BEST PERFORMANCE BY AN ACTRESS IN A SUPPORTING ROLE: Hermione Baddeley in "Room at the Top," Susan Kohner in "Imitation of Life," Juanita Moore in "Imitation of Life," Thelma Ritter in "Pillow Talk," and Shelley Winters in "The Diary of Anne Frank."

FOR THE BEST PERFORMANCE BY AN ACTOR IN A SUPPORTING ROLE: Hugh Griffith in "Ben-Hur," Arthur O'Connell in "Anatomy of a Murder," George C. Scott in "Anatomy of a Murder," Robert Vaughn in "The Young Philadelphians," and Ed Wynn in "The Diary of Anne Frank."

(more)

NOMINATIONS ANNOUNCED FOR 1939 AWARDS

- - -

WSC-TV and WSC Radio Network Will Carry Awards Ceremony

Academy Awards Presentations Among Hours 8

FOR THE BEST MOTION PICTURE: "Anatomy of a Murder," which received seven nominations in various categories; "Ben-Hur," 12 nominations; "The Diary of Anne Frank," eight nominations; "The Nun's Story," eight nominations; and "Room at the Top," six nominations.

FOR THE BEST SONG: "The Best of Everything" from "The Best of Everything," "The Five Pennies" from "The Five Pennies," "The Hanging Tree" from "The Hanging Tree," "High Hopes" from "A Hole in the Head," and "Strange Are the Ways of Love" from "The Young Land."

Other nominations announced included those for art direction, cinematography, costume design, directing, film editing, music, sound, special effects and writing.

The Oscar Award winners will be announced during the program originating in the Pantages Theatre in Hollywood.

Arthur Freed will act as producer for the Academy and Alan Handley will produce and direct the telecast for NBC-TV.

* * *

FIRST THREE STARS SIGNED FOR OSCAR AWARDS PROGRAM

Cyd Charisse, Ella Fitzgerald and Gina Lollobrigida have been signed to appear on the 32nd annual Oscar Awards program. The three headliners are the first to be set for the proceedings telecast which will be carried over the NBC Television and Radio Networks, Monday, April 4. Additional names of stars scheduled to appear on the Academy of Motion Picture Arts and Sciences Awards show will be announced shortly.

NBC-New York, 2/23/60

* * *

February 23, 1960

AWARD-WINNING 'LIFE IN THE THIRTIES,' NOTABLE 'PROJECT 20' PRODUCTION, WILL BE REPEATED SUNDAY NIGHT, MARCH 13

The NBC-TV "Project 20" production of "Life in the Thirties," which this week won an Honor Medal Award from Freedoms Foundation for "outstanding achievement in bringing about a better understanding of the American way of life," will be repeated March 13 in the Sunday Showcase time period (8-9 p.m. EST, in black and white).

One of this season's popular and critical smash successes, the program was first telecast Oct. 16, 1959, attracting a viewing audience of 24,297,000, -- "proof that quality television can pull quantity audiences," said one critic, who noted that "the 'Project 20' series, the greatest show of its kind, a highly intelligent show, has astounded the industry."

TV-page headlines across the country noted variously that "Life in the Thirties" "...Clicks," "....Thrills," "....Packs Drama," "....Makes a Hit," "....Is a Smash Hit" "....Is High Point in Video."

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NBC-New York, 2/23/60

CREDITS AND FEATURES OF "POND'S PRESENTS PARIS a la mode,"
TO BE COLORCAST MONDAY, FEB. 29 on NBC-TV NETWORK

PROGRAM:	"POND'S PRESENTS PARIS a la mode" -- with the collaboration of the Chambre Syndicale de la Couture Parisienne
TIME:	NBC-TV Network colorcast, Monday, Feb. 29, 10 to 11 p.m. EST
STARS:	Jacques Bergerac and Wisa D'Orso
FEATURED:	Janine and Nico; Bill Foster
FORMAT:	Musical show into which will be integrated a display of the 1960 Spring fashions from Paris -- the first showing for the public.
PRODUCED BY:	Nine Inc., in association with NBC
PRODUCER:	Tom Naud
DIRECTOR:	Dick Feldman
WRITERS:	Jerry Seelen and Arthur Malvin
STAGING OF MUSICAL NUMBERS:	Bill Foster
PRODUCTION DESIGNED BY:	Romain Johnston
MUSIC DIRECTOR:	Mort Lindsey
SPECIAL COSTUMES AT OPENING OF SECOND ACT:	Raymundo de Larrain
COUTURIERS REPRESENTED:	Balmain, Cardin, Carven, Lanvin-Castillo, Jacques Desses, Christian Dior, Michele Goma, Gres, Jacques Griffe, Jacques Heim, Serge Mata, Jean Patou, Madelaine de Rauch, Nina Ricci, Maggy Rouff.

(more)

MANNEQUINS: Marie Therese for Balmain, Helene for Cardin, Elsa for Carven, Vivian for Lanvin-Castillo, Joel for Jacques Desses, Kouka for Christian Dior, Moe for Michel Goma, Nicole for Gres, Marie Therese for Jacques Griffe, Rose Marie for Jacques Heim, Jose for Serge Mata, Cara for Jean Patou, Katy for Madelaine de Rauch, Katherine for Nina Ricci, and Diane for Maggy Rouff

POINT OF ORIGINATION: Ziegfeld Theater, New York

* * *

SPONSOR: Chesebrough-Pond's, Inc.

ADVERTISING AGENCY: J. Walter Thompson Company

NBC PRESS REPRESENTATIVES: Betty Lanigan, New York; Kay Mulvihill, Hollywood

* * *

LIST OF MUSICAL NUMBERS

ACT I - "Spring"

1. "Every One Who's Who's Who" - Male chorus
2. "Les Girls" - Jacques Bergerac
3. "Spring Song" - Janine and Nico
4. "Encore Une Chanson de Paris" - Janine and Nico

(more)

2 - Credits for "FONDA'S PRESENTS PARIS a la mode"

MAINTENANCE: Mario Tenese for Balmain, Helene for Carvin, Elsa for Carven, Vivian for Darvin-Castillo, Joel for Jacques Dessez, Sonia for Christian Dior, Moe for Michel Jonas, Nicole for Gres, Marie Therese for Jacques Griffe, Rose Marie for Jacques Heim, Jose for Serge Matz, Cora for Jean Patou, Kity for Madeleine de Rauch, Katherine for Nina Ricci, and Diane for Mary Quant

POINT OF ORIGINATION: Ziegfeld Theater, New York

* * *

SPONSOR: Cresebrough-Pond's, Inc.

ADVERTISING AGENCY: J. Walter Thompson Company

NBC PRESS REPRESENTATIVES: Betty Lanigan, New York; Kay Mulvihill, Hollywood

* * *

LIST OF MUSICAL NUMBERS

ACT I - "Spring"

1. "Every One Who's Who's Who" - Male chorus
2. "Les Filles" - Jacques Bergerac
3. "Spring Song" - Janine and Nico
4. "Encore Une Chanson de Paris" - Janine and Nico

(more)

3 - Credits for "POND'S PRESENTS PARIS a la mode"

5. "Spring, Spring, Spring" - Janine and Nico, Jacques Bergerac
6. "You're All the World to Me" and "Dancing in the Dark" - Wisa D'Orso and Bill Foster

(collection of daytime clothes concludes the act)

ACT II - "Woman"

1. "I Love to Love" - Chorus and Wisa D'Orso
2. "I Want a Man" - Wisa D'Orso
3. "I Feel Pretty" - Wisa D'Orso

(collection of cocktail clothes is climax of the act)

ACT III - "The Magnificence of Nature"

1. "Don't Be a Woman If You Can" - three girls

(collection of evening clothes concludes the act)

CAPSULE BIOGRAPHIES

JACQUES BERGERAC (host and star) - Born in Biarritz, France, Jacques Bergerac is best known in the United States for his motion picture appearances in "Strange Intruder," "Les Girls," "Gigi" and "Thunder in the Sun." His dramatic career began in Paris where he appeared in French classical plays. He is married to the American movie actress Dorothy Malone.

WISA D'ORSO - A native of Hawaii, Wisa D'Orso is of French, German, Swedish and Hawaiian ancestry. Trained in ballet in Honolulu and New York, she has been a decorative member of the chorus on such top TV programs as the Perry Como show, "Your Hit Parade" and "The Andy Williams Show." Singled out by choreographer Peter Gennaro for prominence in production numbers, Wisa was given several feature numbers on TV shows. "POND'S PRESENTS PARIS a la mode" is her biggest opportunity to date.

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5. "Spring, Spring, Spring" - Nadine and Nico, Jacques Bergerac

6. "You're All the World to Me" and "Dancing in the Dark" - Miss D'Orso and Bill Foster

(collection of daytime clothes concludes the act)

ACT II - "Women"

1. "I Love to Love" - Charme and Miss D'Orso

2. "I Want a Man" - Miss D'Orso

3. "I Feel Pretty" - Miss D'Orso

(collection of cocktail clothes is climax of the act)

ACT III - "The Magnificence of Fashion"

1. "Don't Be a Woman If You Can" - three girls

(collection of evening clothes concludes the act)

CHARACTER BIOGRAPHIES

JACQUES BERGERAC (Host and star) - Born in Biarritz, France, Jacques Bergerac is best known in the United States for his motion picture appearances in "Strange Interlude," "Ten Girls," "Dead" and "Thunder in the Sun." His dramatic career began in Paris where he appeared in French classical plays. He is married to the American movie actress Dorothy Malone.

MISS D'ORSO - A native of Hawaii, Miss D'Orso is of French, German, Spanish and Hawaiian ancestry. Trained in ballet in Honolulu and New York, she has been a decorative member of the chorus on such top TV programs as the Perry Como show, "Your Hit Parade" and "The Andy Williams Show." Singled out by choreographer Bruce Scampero for promotion in production numbers. Miss was given several feature numbers on TV shows. "POMPEII'S PRESENTS PARIS" a la mode" is her biggest opportunity

JACK TRACY
ROOM 320

2-X-H

NBC TRADE NEWS

February 24, 1960

NBC AND GILLETTE OBTAIN RIGHTS FOR EXCLUSIVE TV AND RADIO COVERAGE OF WORLD SERIES AND ALL-STAR BASEBALL GAMES FOR ANOTHER FIVE YEARS, 1962 THROUGH 1966

Rights for exclusive television and radio coverage of the World Series and All-Star baseball games have been extended to the National Broadcasting Company and Gillette Safety Razor Company for another five years, 1962 through 1966, it was announced today by Baseball Commissioner Ford C. Frick.

The announcement was made at a press conference in Clearwater, Fla. With the Commissioner were Tom S. Gallery, NBC Sports Director, and A. Craig Smith, Vice President of Gillette.

The new agreement is an extension of the current television-radio contract covering the years 1957-1961. It provides for coverage of all World Series games and one All-Star game in all years through 1966. If a second All-Star game is scheduled in any of those years, NBC and Gillette have the option to purchase the TV-radio rights.

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The NBC Television Network has covered every World Series since 1947. The NBC Radio Network has broadcast the Series the last three years, and also reported the annual classic for many years from the early days of the network to 1938.

Gillette has sponsored the television coverage all 13 years and NBC's radio coverage for three years. The All-Star game has been on NBC-TV 10 straight years and on NBC Radio three years, all under Gillette sponsorship.

Maxon, Inc., is the advertising agency for Gillette.

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NBC-New York, 2/24/60

February 24, 1960

HELEN HAYES AND JASON ROBARDS JR. TO STAR IN 'THE BAT,'
PREMIERE OF 'DOW HOUR OF GREAT MYSTERIES'

Helen Hayes and Jason Robards Jr. will star in the mystery classic, "The Bat," the premiere program of the "Dow Hour of Great Mysteries" Thursday, March 31 on the NBC-TV Network (9-10 p.m. EST). Joseph N. Welch is host for the new series, to be sponsored by the Dow Chemical Company.

"The Bat," by Mary Roberts Rinehart and Avery Hopwood, was adapted for television by the noted critic and author Walter Kerr. Miss Hayes, whose most recent Broadway role was in "A Touch of the Poet" by Eugene O'Neill, has scored notably in television in addition to her many stage successes. Robards won great critical praise for his recent Broadway performances in "The Disenchanted," and for his appearance in the TV version of Hemingway's "For Whom the Bell Tolls."

"The Bat" was adapted by Miss Rinehart and Hopwood from her novel, "The Circular Staircase." This was her first novel, and one of her most successful works.

This is the first of three mystery presentations scheduled for the Spring. The second will be telecast April 24 (10-11 p.m. EST). The series is produced by Robert Saudek Associates.

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DAVID LADD, AT 13, TO BE GUEST-STAR ON 'BONANZA'

David Ladd, 13-year-old son of actor Alan Ladd, has been signed by producer David Dortort for a guest star role in the "Feet of Clay," drama in "Bonanza," NBC-TV Network full-hour color series, starring Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon.

This will be David's first major TV role, Dortort said. David returned recently from Holland where he had a featured role in the motion picture, "Dog of Flanders." He scored also in "The Proud Rebel," opposite his father and Olivia de Havilland.

The "Bonanza" story, by John Furia Jr., rolls Thursday (Feb. 25) at Paramount Studios in Hollywood under direction of Arthur Lubin.

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NBC-New York, 2/24/60

NBC COLOR TELEVISION NEWS

February 24, 1960

"FORD STARTIME" COLORCAST

Rex Harrison Will Star in "Dear Arthur," Gore Vidal's Adaptation of Ferenc Molnar's Romantic Comedy

Rex Harrison, distinguished actor of the British and American stage and screen, has been signed to star in "Dear Arthur" -- a TV adaptation by Gore Vidal of a Ferenc Molnar play never before produced in the English-speaking world -- on "Ford Startime" Tuesday, March 22 (NBC-TV Network colorcast, 8:30-9:30 p.m. EST).

Supporting Harrison for the American debut of the Molnar romantic comedy will be Sarah Marshall, Hermione Baddeley, Nicholas Pryor and Robert Dryden.

"Dear Arthur" will be produced and directed by Bretaigne Windust and co-directed by Gordon Rigsby, the same team that produced the critically acclaimed "Startime" presentations of "My Three Angels" and "The Greatest Man Alive."

The action of "Dear Arthur" is set on the French Riviera. Originally produced by Max Reinhardt at the Comedie in Berlin under the German title of "Jemand" and later translated into English, as "Arthur," by P. G. Wodehouse, "Dear Arthur" tells the story of an international high-society rogue, Fred Cortin (Harrison), who devises

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a plan to protect his wealthy daughter, Edith (Miss Marshall), from a rash of suitors by creating for her an always-voyaging husband, Arthur, who doesn't exist.

By resorting to "plastic psychology," Fred manages to dupe all of the Riviera's social elite -- including society queen Emerald Dane (Miss Baddeley) and the leading suitor, Robert Griffiths (Pryor), for his daughter's hand -- into believing that Count Arthur de Ghuye is "an explorer on an expedition in Africa, who then goes to Paris and from there flies to the jungles of South America."

The plays of Ferenc Molnar (1878-1952) are noted for their whimsical, deft touches of characterization. The original version of "Dear Arthur" starred Lili Darvas, Molnar's second wife, and was written by the Hungarian playwright expressly for her.

A native of England, Rex Harrison made his London stage debut in 1930 -- starring in such Continental hits as "Design for Living" and "No Time for Comedy" -- and made his Broadway bow in 1936 in "Sweet Aloes," followed by "Anne of the Thousand Days," "Bell, Book and Candle," "Venus Observed," "The Love of Four Colonels" and "My Fair Lady."

His numerous motion picture credits in England and the United States include "Blithe Spirit," "The Notorious Gentleman," "The Foxes of Harrow," "Anna and the King of Siam," "Unfaithfully Yours," "Major Barbara" and "The Ghost and Mrs. Muir."

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Harrison's infrequent television performances have included a scene from "Anne of the Thousand Days" on "The Ed Sullivan Show" and the memorable "Omnibus" premiere performance, on Nov. 9, 1952, of "The Trial of Anne Boleyn."

"Dear Arthur" will be the 25th colorcast presentation this season on "Startime," produced by Hubbell Robinson Productions and sponsored by the Ford Motor Company through J. Walter Thompson Company. "Dear Arthur" will originate in New York.

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NBC-New York, 2/24/60

JACK TRACY
ROOM 320

2-X-H

NBC COLOR TELEVISION NEWS

February 25, 1960

'WORLD WIDE 60' INSPECTS 'THE SHAPE OF THINGS'

- - -

Full-Hour Colorcast Takes Look at Near and Distant Places To Show How Shelter and Architecture Affect Human Life

How shelter and architecture affect the life of man will be told in "The Shape of Things," a colorcast in the NBC-TV Network's "World Wide 60" series Saturday, March 12 (9:30-10:30 p.m. EST).

With Hugh Downs as host, the program, live and on film, will take viewers to Cairo, Rome, Paris, London, Los Angeles, Chicago, New York, New Canaan, Conn., and several communities in New Jersey for a close look at some of the outstanding developments in architecture, past and present. The dwellings and public buildings to be shown range from trailers to architect Philip Johnson's famous glass house in New Canaan, and from the Great Pyramid in Gizeh to such modern office structures as New York's Lever House and 375 Park Avenue.

The program also will explore future trends in architecture, showing the geodesic dome and other experimental work by Buckminster Fuller, the airform house designed by John Johansen and the grilled facade of architect Ed Stone's New York home.

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NBC COLOR TELEVISION NEWS

February 25, 1960

"STARTIME" COLORCAST TO SALUTE "ACADEMY AWARDS SONGS"

\- - -

Jane Wyman Hostess--Charles Laughton and Elsa Lanchester to Sing "Baby, It's Cold Outside"--Other Stars to Participate

Jane Wyman will be host and star in "Academy Awards Songs" on "Lincoln-Mercury Startime" Tuesday, March 15 (NBC-TV Network colorcast, 8:30-9:30 p.m. EST), described by executive producer Hubbell Robinson as "a special musical salute to the outstanding songs from motion pictures which have won Oscars."

Noted stars already signed to participate in the colorcast include Charles Laughton and his wife, Elsa Lanchester -- who will perform a duet of "Baby, It's Cold Outside," the 1949 Oscar-winning song from "Neptune's Daughter" -- and Kay Starr and the Four Aces. Additional entertainers will be announced.

In addition to the musical parade of Academy Award-winning music, the program will feature a production number based on the five songs nominated for the

(more)

2 - 'Academy Award Songs'

32nd Annual Academy of Motion Picture Arts and Sciences Awards presentations, to be carried over the NBC Television and Radio Networks Monday, April 4 (10:30 p.m.-12 midnight EST).

"Academy Awards Songs" will be produced by Gil Rodin and directed by Greg Garrison. Hermes Pan will be the choreographer and Tuti Camarata music director. Edith Head has been signed to create an original wardrobe for Miss Wyman.

"Academy Awards Songs," produced by Hubbell Robinson Productions and sponsored by the Lincoln-Mercury Division of the Ford Motor Company through J. Walter Thompson Company, will originate on color video tape in Hollywood.

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NBC-New York, 2/25/60

NBC-TV NETWORK PROGRAM

NBC NEWS' CONVENTION "ANCHOR MEN" HUNTLEY AND BRINKLEY FIND LOS ANGELES SITE OF DEMOCRATIC SESSIONS WELL SUITED TO TV

After completing a survey of the Los Angeles Sports Arena, site of the 1960 Democratic National Convention in July, NBC News commentators Chet Huntley and David Brinkley today expressed their opinion that the structure is well suited to television coverage of the event.

Huntley and Brinkley will be "anchor men" for NBC's 350-man task force to be assigned to the convention. It will be Brinkley's third convention for NBC and Huntley's second. They first operated as a team during the Democratic convention in Chicago in 1956, and "The Texaco Huntley-Brinkley Report," their Monday-through-Friday NBC-TV Network news program, was a direct outgrowth of their smooth team-work.

The pair toured the new 12,000-seat arena with J. Leonard Reinsch, executive director of the convention for the Democratic Party, and drew up plans for NBC's coverage.

Brinkley said he is looking forward to the convention because it promises to be "more fun and more exciting, with no candidate too strong and several dark horses in the race."

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NBC-New York, 2/25/60

NBC COLOR TELEVISION NEWS

February 25, 1960

17 NBC TELEVISION PERSONALITIES AND PROGRAMS NOMINATED BY VIEWERS FOR HONORS TO BE PRESENTED ON 'TV GUIDE AWARD SHOW' COLORCAST

\- - -

Total of NBC Candidates Is Greater Than That of Any Other Network

Seventeen NBC-TV personalities and programs -- more than any other network -- have been nominated by viewers in the U. S. and Canada for honors to be presented on the NBC-TV Network's "TV Guide Award Show" colorcast Friday, March 25 (8:30-9:30 p.m. EST). Five nominees were selected in each of seven categories and 176,532 ballots were received.

Viewers will make final selections in a ballot to appear in the March 12 issue of TV Guide magazine.

The "TV Guide Award Show," originating in Hollywood and New York, will be predominantly entertainment. Described as a "gentle spoof of television," it will star Robert Young, Nanette Fabray and Fred MacMurray. Only a small portion of the show -- produced by Bud Yorkin for Tandem Productions under sponsorship of the Chrysler and Imperial Division of the Chrysler Motors Corporation -- will be devoted to the award presentations.

The NBC-TV Network nominees include:

For favorite one-hour-or-longer series -- "Bonanza" and "Wagon Train."

(more)



For best single dramatic program -- "Call Me Back" (Art Carney), "The Moon and Sixpence" (Laurence Olivier), "Our Town" (Art Carney), "The Turn of the Screw" (Ingrid Bergman) and "The Wicked Scheme of Jebal Deeks" (Alec Guinness).

For best single musical or variety program -- "Another Evening with Fred Astaire," "The Gene Kelly Show" and "Meet Cyd Charisse."

For best news or information program -- "Huntley-Brinkley Report" and "Today" (Dave Garroway).

For most popular male personality -- Perry Como ("Perry Como's Kraft Music Hall"), Tennessee Ernie Ford ("The Ford Show") and Jack Paar ("The Jack Paar Show").

For most popular female personality -- Dinah Shore ("The Dinah Shore Chevy Show") and Loretta Young ("The Loretta Young Show").

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NBC-New York, 2/25/60

JACK TRACY
ROOM 320

NBC TRADE NEWS

February 26, 1960

NATIONAL BROADCASTING COMPANY SIGNS AGREEMENT TO PURCHASE TV STATION KTVU IN SAN FRANCISCO-OAKLAND

The National Broadcasting Company announced that it has signed an agreement to purchase television station KTVU (Channel 2) in San Francisco-Oakland, California.

The purchase agreement is subject to approval by the Department of Justice and the Federal Communications Commission.

KTVU has been in operation since March 3, 1958, as an independent station.

NBC now owns a radio station, KNBC, in San Francisco, which it acquired in 1932.

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February 26, 1960

WILLIAM BIRCH, OF NBC NEWS CHICAGO,
NAMED 'NEWSFILM CAMERAMAN OF YEAR'

- - -

NBC News Cameramen Win 11 Additional Awards and Two
Honorable Mentions in News Picture Competition

William Birch of NBC News Chicago was named "Newsfilm Cameraman of the Year" in the 1959 news picture competition sponsored jointly by the National Press Photographers Association, the School of Journalism of the University of Missouri and the Encyclopedia Britannica.

NBC News cameramen won 11 additional awards in five categories, including top prizes in three of these, as well as two honorable mention citations. A cameraman at an NBC-TV Network affiliated station also received a first place award.

Birch took first prize in general news for his film on an anti-segregation demonstration in Little Rock, Ark. The same film and the coverage by Gene Barnes of NBC News Los Angeles on the Chavez Ravine evictions received duplicate awards for the most effective use of sound-on-film.

In addition, Birch won second place in the documentary group with "The Fourth Coast," a special program on the St. Lawrence Seaway.

The NBC winners and the subjects of their films were:

Documentaries -- first: Henry Toluzzi, Nairobi, Kenya, "Operation Noah"; second: Birch, "The Fourth Coast";

(more)

third: Tom Priestley, New York, "The World of Inner Space"; honorable mention: Josef Oexle, Munich, Germany, "The Rhine Today."

Features -- first: Scott Burner of WKY-TV, Oklahoma City (now at WFBM-TV, Indianapolis), music feature; second: Maurice Levy, Dallas, feature on lost children at a fair; third: Jesse Sabin, New York, feature on the Lincoln Memorial; honorable mention: Levy, feature on a drug store book party.

General News -- first: Birch, Little Rock demonstration; third: Sabin, coverage of a New York playground slaying and the arrest of two suspects.

Spot News -- second: Barnes, Chavez Ravine evictions; fourth: Irving Smith, New York, capture of a suspect in three Long Island murders.

In addition to the awards to individuals, honorable mention awards as "Newsfilm Station of the Year" went to two affiliates of the NBC-TV Network -- KRON-TV in San Francisco and WFGA-TV in Jacksonville, Fla.

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NBC-New York, 2/26/60

CAST AND CREDITS FOR 'FORD STARTIME' COLORCAST
OF 'JEFF McCLEOD, THE LAST REB' ON NBC-TV TUESDAY, MARCH 1

PROGRAM:	"Jeff McCleod, the Last Reb" on "Ford Startime"
TIME:	NBC-TV Network colorcast Tuesday, March 1 (8:30-9:30 p.m. EST)
STARRING:	Robert Horton, Ricardo Montalban, Anne Francis, Marshall Thompson and Priscilla Gillette
A TELEVISION PRESENTATION OF	Hubbell Robinson Productions Inc.
PRODUCED BY	Fletcher Markle
DIRECTED BY	Paul Nickell
WRITTEN BY	Douglas Heyes and William D. Gordon
MUSIC COMPOSED AND CONDUCTED BY	Jeff Alexander
UNIT MANAGER:	Jack Watson
ART DIRECTION:	Spencer Davies
ASSOCIATE DIRECTOR:	Dick Bennett
PRODUCTION ASSISTANT:	Jeanne Messerschmidt
COSTUMES BY	Grady Hunt
MAKEUP:	Claude Thompson
TECHNICAL DIRECTOR:	Don La Duke and Clair McCoy
LIGHTING DIRECTORS:	John Cassagrande and Jim Kilgore
AUDIO:	Lionel St. Peter and Hal Flood
SENIOR VIDEO:	Ed Huston and Dan Brewer

* * *

ORIGINATION: Exteriors executed by NBC-TV mobile color video tape unit in the Santa Suzanna Mountains near Chatsworth, Calif. Interiors from NBC Color Studios, Burbank, Calif.

(more)

CAST

PRODUCER:	"Part Mechanic Has Last Run" on "Doris Day Show"
TYPE:	NBC-TV Network Color Series (Monday, 8:00-9:00 p.m. EST)
STARRING:	Robert Morgan, Barbara Rhoades, Mike Minor, Gregg Palmer, Dabbs Greer, Jeanette Nolan, Jack Elam, Ted Knight, Ellen Corby, Jack Kelly, Peggy Stewart, Ken Lynch, Ben Cooper, Jeanne Cooper, Jeff Morrow, Jack Ging, Jeanne Bates, Jack Lord, Ralph Moody, Ted Jordan, Jack Kruschen, Jack Albertson

SPONSOR: The Ford Motor Company

AGENCY: J. Walter Thompson Company

NBC PRESS REPRESENTATIVES: Bill Fague, Hollywood; Charlie Gregg, New York

* * *

THE CAST

Robert Horton as Capt. Jeff McCleod

Ricardo Montalban as Lt. Benito "Turk" Geraldi

Anne Francis as Emma Tressler

Marshall Thompson as Lt. Caxton Train

Priscilla Gillette as Hannah

Don Grady as Jannie

Kathleen Widdoes as Rachel

Ray Daley as Pvt. Stoner

Gaines Kincaid as Pvt. Phillips

Steve Harris as Cpl. Munsy

Jim Bridges as Pvt. Whitmore

* * *

THE STORY

There was scattered fighting in the closing days and hours of the Civil War, after Lee surrendered at Appomattox in April, 1865. A Confederate officer, Capt. Jeff McCleod (Horton), has been wounded and left for dead on a small Missouri battlefield. He is found by a 15-year-old Yankee farm boy (Grady) and brought home by the lad, who asks: "Want me to leave 'im there for dead, like they did? After he fought so brave..." Reluctantly the household, full of women, hides McCleod in the cellar and lies about his presence to a search party of Union soldiers, led by Lt. Train (Thompson). Also nearby, the tattered remains of McCleod's regiment are searching for him and

(more)

2 - Credits for "Jeff McCloud, the Last Two"

SPONSOR: The Ford Motor Company

AGENCY: J. Walter Thompson Company

USE PRESS

REPRESENTATIVES: Bill Hogue, Hollywood; Dennis Dugan, New York

* * *

THE CAST

Robert Horton as Capt. Jeff McCloud

Ricardo Montalban as Lt. Pedro "Turk" Gonzalez

Anne Francis as Cece Trevelyan

Marshall Thompson as Lt. Gordon Trask

Frederick Gillette as Admiral

Dan Grady as Jessie

Kathleen Hughes as Isobel

Ray Teal as Pvt. Foster

Celena Kincaid as Pvt. Phillips

Steve Ihnat as Cpl. Mann

Jim Bridges as Pvt. Whitmore

* * *

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finally discover his whereabouts. Although word reaches both sides that the war has ended, neither Union nor Confederate troops can avoid a last battle in the farmyard -- a pointless, senseless skirmish that pits, finally, McCleod against his close friend Lt. Geraldi (Montalban).

* * *

TECHNICAL BACKGROUND

Exterior scenes of "Jeff McCleod, the Last Reb" were video taped in color by an NBC-TV mobile color unit operating in the Santa Suzanna Mountains, near Chatsworth, Calif. This marks the first use of color video tape "on location" for a television dramatic program.

* * *

WHO'S WHO

Robert Horton (Jeff McCleod) co-stars as Flint McCullough on NBC-TV's "Wagon Train" series. He also performed recently on NBC-TV -- as a singing guest star -- on "Perry Como's Kraft Music Hall," and on "The Ford Show" starring Tennessee Ernie Ford.

Ricardo Montalban (Benito "Turk" Geraldi) was recently seen in "A Night at Trappers Landing" on NBC-TV's "Riverboat" series.

Anne Francis will co-star in "Autocrat and Son" on "Our American Heritage" Sunday, March 20 (NBC-TV Network colorcast, 8-9 p.m. EST).

Marshall Thompson starred last month in "Off Duty Affair" on NBC-TV's "The Loretta Young Show."

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NBC-New York, 2/26/60



NBC-TV NETWORK COLORCAST SCHEDULE

For Week of March 6 - 12 (All Times EST)

Sunday, March 6

8-9 p.m. -- "Sunday Showcase" presents "Turn the Key Deftly," a mystery starring Julie Harris, Maximilian Schell and Francis Lederer.

Monday through Friday, March 7-11

6:30-7 a.m. -- "Continental Classroom" - Modern Chemistry.

11-11:30 a.m. -- "The Price Is Right" - with host Bill Cullen.

12:30-1 p.m. -- "It Could Be You" - with host Bill Leyden.

Monday, March 7

10-11 p.m. -- "The Steve Allen Plymouth Show" - Steve's guests tonight on his return to Hollywood are Nat King Cole, singer Ann Richards, comedian Charlie Manna and special guest Cyril Ritchard.

Tuesday, March 8

8:30-9:30 p.m. -- "Ford Startime" presents "The Singin' Swingin' Years," a musical program with Ronald Reagan as host. Stars are Jo Stafford, Red Ingle, Stan Kenton, Vaughn Monroe, Woody Herman, Ella Mae Morse, Charlie Barnet, Eddy Howard, Louis Jordan, Freddie Martin, Freddie Slack and Jack Fina.

9:30-10 p.m. -- "The Arthur Murray Party" with tonight's guests Bobby Darin, Abbe Lane and Jimmy Dean.

(more)

Wednesday, March 9

8:30-9 p.m. -- "The Price Is Right" with host Bill Cullen.

9-10 p.m. -- "Perry Como's Kraft Music Hall" - Perry's guests tonight are Gisele MacKenzie, Frankie Avalon, Bob Denver and Margaret Ann and the Jadas.

Thursday, March 10

9:30-10 p.m. -- "The Ford Show" starring Tennessee Ernie Ford with tonight's guest folk singer Odetta.

Friday, March 11

8:30-9:30 p.m. -- "The Bell Telephone Hour" presents "Main Street USA," a musical interpretation of small-town America starring Howard Keel and Carol Lawrence with pianist Roger Williams, the Hi Lo's with Connie Francis, Eddie Hodges and the American Ballet Theatre. Donald Voorhees conducts the Bell Telephone Orchestra.

Saturday, March 12

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" tonight - "Death on Sun Mountain," with guest star Barry Sullivan. (repeat)

9:30-10:30 p.m. -- "World Wide '60" - "The Shape of Things," a program showing how architecture and shelter affect the life of man. Hugh Downs is host and narrator.

* * *

Addition to March Colorcast Schedule

Sunday, March 27

9-10 p.m. -- "The Chevy Show" tonight will present "Mexican Fiesta," a musical program filmed in color in Mexico, starring Janet Blair, with Ricardo Montalban, Dolores Del Rio and Gilbert Roland.

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NBC-New York, 2/26/60

CAST AND CREDITS FOR 'THE BEST OF ANYTHING' COLORCAST
ON 'THE ART CARNEY SHOW' FRIDAY, MARCH 4
ON THE NBC TELEVISION NETWORK

TIME:	NBC-TV Network colorcast, Friday, March 4, 8:30 to 9:30 p.m. EST.
STARS:	Art Carney, Betty Garrett and Roddy McDowall
FEATURED:	Bea Arthur
PRODUCED BY:	Talent Associates, in association with the NBC-TV Network.
PRODUCER:	David Susskind
ASSOCIATE PRODUCER:	Jose Vega
DIRECTOR:	Bert Shevelove
WRITERS:	Larry Gelbart and Sheldon Keller
MUSIC DIRECTOR:	Bernard Green
VOCAL DIRECTION AND ARRANGEMENTS:	Buster Davis
ART DIRECTOR:	Burr Smidt
COSTUMES:	John Boxer
CHOREOGRAPHER:	David Nillo
FORMAT:	Comedy revue with music
POINT OF ORIGINATION:	The Ziegfeld Theatre, New York
SPONSORS:	United Motors Service Division, General Motors, and A C Spark Plug Division, General Motors.
AGENCIES:	Campbell-Ewald Co. for United Motors Service and D. P. Brother & Co., Inc., for A C Spark Plug.
PRESS CONTACTS:	Betty Lanigan (New York), Jane Westover (Hollywood)

(more)

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WRITERS: Larry Gelbart and Sheldon Keller

MUSIC DIRECTOR: Bernard Green

VOCAL DIRECTION AND ARRANGEMENTS: Buster Davis

ART DIRECTOR: Burr Smith

COSTUMES: John Boxer

CHOREOGRAPHER: David Winn

FORMAT: Comedy revue with music

POINT OF ORIGINATION: The Ziegfeld Theatre, New York

SPONSORS: United Motors Service Division, General Motors Corp., for A C Spark Plug, Delco Division, General Motors, and A C Spark Plug Division, General Motors Corp., for United Motors Service and D. P. Brother & Co., Inc., for A C Spark Plug.

AGENCIES: Campbell-Ewald Co. for United Motors Service and D. P. Brother & Co., Inc., for A C Spark Plug.

PRESS CONTACTS: Betty Lanigan (New York), Jack

2 - Cast and Credits for 'The Best of Anything'

LIST OF SKETCHES

1. "The Congressional Committee on Legislative Hindsight" -- Art Carney, Roddy McDowall
2. "The Miss U.S.A. Contest" -- Art Carney, Betty Garrett
3. "The National Disc Jockeys Association Award" -- Roddy McDowall
4. "The Top of the Room" -- Roddy McDowall, Bea Arthur and Art Carney
5. "The Television Institute Awards" -- Art Carney
6. Television Dance Program -- Betty Garrett and Roddy McDowall
7. "The Noble Peace Prize" -- Art Carney

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NBC-New York, 2/26/60

B - Cast and Credits for 'The Best of Anything'

LIST OF SKETCHES

1. "The Congressional Committee on Legislative Hindsight" -- Art Carney, Roddy McDowall

2. "The Miss U.S.A. Contest" -- Art Carney, Betty Garrett

3. "The National Disc Jockeys Association Award" -- Roddy McDowall

4. "The Top of the Room" -- Roddy McDowall, Bea Arthur and Art Carney

5. "The Television Production Awards" -- Art Carney

6. Television Dance Program -- Betty Garrett and Roddy McDowall

7. "The Nobel Peace Prize" -- Art Carney

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NBC-New York, 5/26/60

JACK TRACY
ROOM 320

NBC TRADE NEWS

February 29, 1960

NEW COLORCAST SERIES, "OUTLAWS"--HISTORICALLY AUTHENTIC WESTERN-ADVENTURE DRAMAS ABOUT BANDITS AT CENTURY'S TURN--TO BE PRODUCED BY NBC TELEVISION NETWORK

"Outlaws," an historically authentic Western-adventure series documenting the stories of American Western bandits at the turn of the century, will be produced by the NBC Television Network as a full-hour colorcast presentation for prime evening time during the 1960-61 season.

David Levy, Vice President, NBC Television Network Programs and Talent, announced the new project today.

"Outlaws" has been created within the NBC Program Development Department under the supervision of Frank Telford, Mr. Levy said. Robert Bassler will produce the new NBC series. Barton MacLane has been signed to star as U. S. Marshal Evett Caine, and newcomers Don Collier and Jock Gaynor will be featured as Deputy Marshals Bill Foreman and Heck Martin. Mr. Levy added:

"The colorful bandits who roamed the Oklahoma Territory in the 1890s were, for the most part, cowhands who turned to robbing and killing when the Westward progress of civilization disrupted their carefree way of life. Instead of dealing with these desperadoes from the conventional lawman-versus-badman approach, 'Outlaws' will tell

(more)

their stories, without condoning their actions, from the point of view of the hunted."

Through the NBC camera's eye, "Outlaws" will feature the adventures of scores of badmen as notorious as the Daltons, the Jameses and the Youngers.

"Outlaws" will show how they became lawbreakers and planned their robberies, and will ride with them during and after their crimes -- finally, portraying the inevitable showdown with law enforcement officers of the West.

The episodes will be based on actual historical incidents and will be presented with a semi-documentary understatement designed to heighten their realistic impact.

Mr. Levy concluded, "This is not 'another TV Western.' The West -- the conquering of which made our nation strong in character as well as body -- was a real place, replete with real dangers and hardships and populated by real forces of evil and good. The stories of the West are part of our historical heritage."

"Outlaws" is now being filmed in color by NBC at the MGM Studios in Hollywood. Directors and writers will be various, with Douglas Heyes signed to write and direct the initial episode. Other writers will include W. R. Burnett and Halsted Welles.

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NBC-New York, 2/29/60

NBC COLOR TELEVISION NEWS



February 29, 1960

GREER GARSON TO STAR IN "CAPTAIN BRASSBOUND'S CONVERSION"

\- - -

Shaw's Comedy to Be Colorcast on "Hall of Fame"

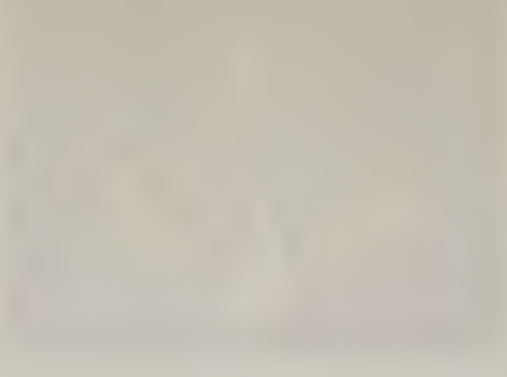
George Bernard Shaw's comedy, "Captain Brassbound's Conversion," starring Greer Garson, will be presented on the "Hallmark Hall of Fame" on the NBC-TV Network Monday, May 2 (9:30-11 p.m.EDT), it was announced today by George Schaefer, who will produce and direct the 90-minute colorcast special for his Compass Productions.

Miss Garson will play Lady Cicely Wayn Flete, a charming and high-minded representative of British imperialism at the turn of the century. The roles of Captain Brassbound, commander of a pirate vessel in Morocco waters, and others in the large cast will be announced.

The comedy was written in 1889 for Ellen Terry, the famed actress much admired by Shaw. It was first presented in New York in 1907 with Miss Terry, and revived on Broadway in 1916 with Grace George as Lady Cicely, and Robert Warwick as Captain Brassbound.

This is George Schaefer's second experience with "Captain Brassbound's Conversion." He was executive producer of its last New York revival at the City Center during the 1950-51 season. Edna Best and John Archer played the lead roles.

(more)



Theodore Apstein, who adapted "Johnny Belinda" for the "Hallmark" series, will adapt the Shaw play for "Hallmark." Apstein is currently represented off-Broadway with his original play, "Come Share My House."

Robert Hartung will be the associate producer. The sets are by Warren Clymer and costumes by Noel Taylor.

"Captain Brassbound's Conversion" goes into rehearsal in New York March 28. It will be placed on color video tape April 18. The comedy is the last of the "Hallmark" series planned for this season. As previously announced, "Cradle Song" will be presented Sunday, April 10 (6:30-8 p.m. EST, colorcast).

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NBC-New York, 2/29/60

February 29, 1960

FOUR CHOSEN TO STAR IN 'THE TWISTED IMAGE' PREMIERE DRAMA OF 'THRILLER' SERIES

Leslie Nielson, George Grizzard, Natalie Trundy and Dianne Foster have been signed as stars of "The Twisted Image," premiere presentation on the NBC-TV Network's "Thriller" series of classic and original mystery dramas for the 1960-61 season.

(NOTE: John Cassavetes, previously announced as a star of "The Twisted Image," will be unable to appear due to a prior commitment.)

Boris Karloff will be the host of "Thriller," which will be produced for Hubbell Robinson Productions by Fletcher Markle. Hubbell Robinson is the executive producer.

"The Twisted Image," adapted by James Cavanagh from William Grew's suspense novel, "Doubles in Death," will be directed by Arthur Hiller. Shooting begins today (Feb. 29) at Revue Studios in Hollywood.

Grizzard was recently seen on NBC-TV as Alfred, a Devil's Island convict, in the "Ford Startime" colorcast adaptation of the Broadway hit, "My Three Angels." Nielson plays opposite Glenn Ford and Shirley MacLaine, in the current motion picture, "The Sheepman."

(more)

2 - 'The Twisted Image'

"Thriller" is described as "a combination of mystery and adventure, with special accent on stories of normal people who find themselves -- because of emotion, greed or circumstances -- involved in or threatened by crime."

The series will be filmed, in black and white, in Hollywood and on location in the United States and abroad. Hubbell Robinson Productions is also producer of the NBC-TV Network's Tuesday night "Startime" colorcasts sponsored by the Ford Motor Company.

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NBC-New York, 2/29/60

ROM THE NATIONAL BROADCASTING COMPANY
irty Rockefeller Plaza, New York 20, N. Y.

February 29, 1960

JOHN K. WEST IS PROMOTED TO NBC POST OF VICE PRESIDENT, WEST COAST, AND THOMAS W. SARNOFF TO VICE PRESIDENT, ADMINISTRATION, WEST COAST

\- - -

Robert E. Kintner Also Announces Formation of West Coast Coordinating Committee

Promotion of John K. West to the post of Vice President, West Coast, and Thomas W. Sarnoff to that of Vice President, Administration, West Coast, was announced today by Robert E. Kintner, President of the National Broadcasting Company.

At the same time he made public the formation of a West Coast Coordinating Committee to strengthen the links between NBC's New York headquarters and the large-scale network activities that have grown up on the West Coast since the advent of television.

The Committee, headed by Mr. Sarnoff and consisting of key executives on both coasts, will meet alternately in Hollywood and New York each month to review West Coast policies, practices and relationships to NBC headquarters. It will also develop a plan for the role of NBC's West Coast activities in the next five years.

Mr. West will function as the West Coast representative of NBC management in the general areas of public relations, talent relations, advertiser relations and community relations. He will report to Mr. Kintner.

(more)

In his new post, Mr. Sarnoff, who has been Vice President, Production and Business Affairs, will be responsible for coordinating NBC's various departmental activities on the West Coast. Among these are Talent and Contract Administration, Facilities Operations, Business Affairs, Station Relations, Press and Publicity, Continuity Acceptance, Advertising and Promotion, Traffic and Sales Service, Finance and Accounting, Law, Personnel and Labor Relations, Engineering and Facilities Administration, Standards and Practices and Promotional Services.

West Coast executives in each of these various activities will report directly to the respective department heads in New York. Mr. Sarnoff will report to Walter D. Scott, Executive Vice President, Television Network.

* * *

Mr. West joined NBC as Vice President in charge of the Western Division in 1950 after a 20-year career with the RCA Victor Division of the Radio Corporation of America. He served RCA Victor as district manager in Philadelphia, New York, Pittsburgh, Cleveland and San Francisco, as manager of field sales and, from 1945 on, as director of public relations, becoming a Vice President in 1947. He was elected a member of NBC's Board of Directors in 1953.

Born September 10, 1907, in Charleston, W. Va., he attended Wesleyan University. He worked for General Electric before joining RCA. Mr. West is married to the former Mari Bishop and has two daughters.

(more)

Mr. Sarnoff entered television with the American Broadcasting Company in Los Angeles in 1949, working up from floor manager through assistant director and assistant to the production manager to supervisor of sales operations. Then he gained film production experience at the Metro-Goldwyn-Mayer studios before joining NBC's Pacific Division in 1952 as assistant to the director of finance and operations. He later became director of production and business affairs and was elected a Vice President in 1957.

The youngest son of Brig. General and Mrs. David Sarnoff, Mr. Sarnoff was born in New York February 23, 1927. He attended Columbia Grammar School and Phillips Academy. His studies at Princeton University were interrupted in 1945 by military service as a combat engineer at Ft. Leonard Wood and a Signal Corps instructor at West Point. He took a degree in electrical engineering at Stanford University in 1948 and studied for a year at Stanford's Graduate School of Business Administration. Mr. Sarnoff is married to the former Janyce Lundon and they have two sons.

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NBC-New York, 2/29/60

February 29, 1960

Attention, Sports Editors

TOP BASKETBALL EVENTS TO BE TELECAST

\- - -

NBC-TV Network to Cover 2 NIT Games and 9 NBA Playoff Contests

Two National Invitation Tournament games and nine National Basketball Association playoff contests wind up NBC-TV Network's basketball schedule for the 1959-60 season.

Some of the nation's top college teams will be competing in the NIT classic at Madison Square Garden in New York March 10-19. NBC-TV will televise an early-round game Saturday, March 12 and the NIT championship battle on Saturday, March 19. TV time for both games will be 4 p.m. EST.

A field of 12 teams is being selected for the NIT, the oldest post-season basketball tourney in the country. Among the teams already named are St. John's, the defending champion and only three-time winner; St. Bonaventure, led by Tom Stith, the nation's second highest major college scorer; Villanova, Holy Cross and Dayton.

Phillies Cigars will sponsor one-half of both NIT telecasts.

NBA playoff games will be televised on five Saturdays, March 12, 19, 26, April 2 and 9, and on four Sundays, March 13, 20, 27 and April 3. TV times are: all Saturdays -- 2 p.m. EST; Sunday, March 20 -- 2 p.m. EST; the other three Sundays -- pre-game show at 2 p.m. EST, game at 2:15 p.m.

(more)

The March 12 and 13 telecasts will be opening-round playoff games. The first-round playoffs in both Eastern and Western Divisions of the NBA pit the second-place team of each division against the third-place team in a best-two-of-three series. The winners then oppose the first-place teams in a best-four-of-seven series in the division's playoff finals. The finalists of each division then battle for the NBA title in another best-four-of-seven series.

Advertisers who have purchased partial sponsorship of the pro playoff telecasts are Phillies Cigars, General Mills Inc., Schick Safety Razor Company and Anheuser-Busch Inc. (on a regional basis).

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NBC-New York, 2/29/60

YVES MONTAND TO PERFORM ON OSCAR AWARDS SHOW

Yves Montand, box-office "king of the French music halls," will perform on the 32nd Annual Oscar Awards Show to be carried on the NBC-TV and Radio Networks Monday, April 4 (10:30 p.m.-12 mid. EST) it was announced today by producer Arthur Freed.

Freed said that Montand will do a special musical number.

Cyd Charisse, Gina Lollobrigida and Ella Fitzgerald are headliners previously announced to appear on the "Oscar" awards program, earlier.

NBC-New York, 2/29/60

CAST AND CREDITS FOR 'OUR AMERICAN HERITAGE' COLORCAST OF 'AUTOCRAT AND SON' ON THE NBC-TV NETWORK SUNDAY, MARCH 20 (8 TO 9 P.M. EST)

OUR AMERICAN HERITAGE

Presents

CHRISTOPHER PLUMMER

ANNE FRANCIS

ANN HARDING

With Special Guest Star

CEDRIC HARDWICKE

in

"AUTOCRAT AND SON"

by

ERNEST KINOY

ART DIRECTOR.....Duane McKinney

COSTUMES BY.....Noel Taylor

ASSOCIATE PRODUCERS.....William Altman

Berenice Weiler

DIRECTED BY.....Jack Smight

PRODUCED BY.....Mildred Freed Alberg

A MILBERG PRODUCTION

With the

EDITORS OF

AMERICAN HERITAGE MAGAZINE

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CHECK AND DEPOSITS FOR YOUR AMERICAN MERITORIOUS COMPACT

OF AUTOCRAT AND DOWN ON THE NEW-CY EDITIONS

SUNDAY, MARCH 20 (6 TO 9 P.M. EST)

CAST PRINCIPALS

CHRISTOPHER PLUMMER

as Oliver Wendell Holmes Jr.

ANNE FRANCIS

as Fanny Dixwell

ANN HARDING

as Amelia Holmes

CEDRIC HARDWICKE

as Oliver Wendell Holmes Sr.

BRAMWELL FLETCHER.....as Uncle John

RUTH McDEVITT.....as Miss Gainsford

DOROTHY BLACKBURN.....as Mrs. Peterman

DOLORES MANN.....as Miss Cushing

HAL ENGLAND.....as Ned

DONALD HYIAN.....as Judge Parker

ARTHUR STORCH.....as Union officer

ROY POOLE.....as Union sergeant

* * *

ADDITIONAL CREDITS

STORY EDITOR:	Florence Britton
CASTING DIRECTOR:	Tom H. Sand
UNIT MANAGER:	William Dannhauser
TECHNICAL DIRECTOR:	Larry Elikann
ASSOCIATE DIRECTOR:	Gordon Rigsby
PRODUCTION ASSISTANT:	Ann Kelleher
MUSIC SELECTION AND DIRECTION:	Bern Meyer

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CAST (CONTINUED)

[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]

* * *

PRODUCTION CREDITS

STORY EDITOR:	[illegible]
CASTING DIRECTOR:	[illegible]
UNIT MANAGER:	[illegible]
ASSOCIATE DIRECTOR:	[illegible]
MUSIC SUPERVISOR:	[illegible]
PRODUCTION ASSISTANTS:	[illegible]
PUBLIC RELATIONS AND PUBLICATION:	[illegible]

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MAKEUP:	Bob O'Bradovich
AUDIO:	Norman Ogg
LIGHTING:	Alan S. Posage
STAGE MANAGERS:	Sam Kirshman and Edwin Hugh

* * *

SPONSOR:	The Equitable Life Assurance Society of the United States
AGENCY:	Foote, Cone and Belding
ORIGINATION:	NBC Color Studios, Brooklyn, N. Y., on color video tape
NBC PRESS REPRESENTATIVES:	Charlie Gregg (New York) and George Marakas (Hollywood)

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BACKGROUND

The story of Justice Oliver Wendell Holmes Jr. is the story, in a broad sense, of American Democracy at work. Men called him "the great dissenter," but the genius of young Holmes lay in his adventurous pursuit of learning and in his roots, which reached deep into the American earth. "A valid idea," he said, "is worth a regiment any day." His long, illustrious life as one of America's greatest jurists was an affirmation of that faith. Holmes (1841-1935), whose early years were overshadowed by the accomplishments of his father -- the physician, poet, essayist and philosopher known in his day as "the autocrat of the breakfast table" -- served three years in the Civil War and was thrice wounded, attaining the rank of colonel. Holmes was always outspoken; during the battle of Fort Stevens, he shouted at President Lincoln: "Get down, you damned, silly fool." Upon graduation from Harvard Law

(more)

MARKET:	Bob Oldershaw
MUSIC:	Norman Orr
CASTING:	Alan J. Fogel
STAGE MANAGER:	Sam Kleinman and Laura Hugh

* * *

PRODUCTION:	The Equitable Life Assurance Society of the United States
AGENCY:	Thomas, Dyke and Spalding
ORIGINATION:	Wax Color Productions, Incorporated, N. Y., N. Y.
VOICE TALENT PRESENTATION:	Charlie Cruse (Jan Sure) and Dwayne Hickman (Hickman)

* * *

<u>COMMERCIAL</u>

The story of Jessica Dyke (Carol Channing), in the story, of a proud woman, of Mexican Immigrant by birth. Her calling in life was "great dissatisfaction," but the genius of young Perkins Tay [illegible] aspect of learning and in her learning, which promised many days [illegible] Mexican season. "A valid idea," he wrote "is worthy [illegible] the time, illustrations like as she of Jessica's [illegible] fulfillment of that idea. Thomas [illegible], whose music [illegible] accompanied by the accomplishments of her father -- the [illegible], reading and performance known in his day as "the pioneer [illegible] realized result" - became first proud in the world for her [illegible] recognized, adopting the task of learning. Perkins was always [illegible] during the battle of open screens, he started to [illegible] Inter-Ocean, you learned, still don't. Upon graduation from Western [illegible]

(more)

School, he became a professor of law at Harvard and editor of the American Law Review. He served as associate justice and later, chief justice of the Massachusetts Supreme Court during 1882-1902, and was appointed by President Theodore Roosevelt an associate justice of the U. S. Supreme Court in 1902, serving until his retirement at the age of 90 in 1932. Courtly, witty, scholarly and kind, he authored numerous interpretive legal volumes and made eloquent pleas for "free trade in ideas." He refused to accept the common law as a fundamental, all-pervasive set of principles. "Life is action and passion," Justice Holmes said. "I think it is required of a man that he should share the action and passion of his time, at peril of being judged not to have lived at all."

* * *

THE STORY

"Autocrat and Son" begins after the battle of Antietam, in a railroad station at Harrisburg, Pa. Dr. Holmes (Cedric Hardwicke) comes in search of his battle-distinguished son, Wendell (Christopher Plummer), wounded three times. They return to Boston and to "mother" (Ann Harding) and the Holmes family, deep-rooted in tradition. Known as the "autocrat of the breakfast table," Wendell's father -- poet, essayist and extrovert -- is unable to understand his son, beset with memories of war's horror and unable to decide on his future course. When his father hears Wendell say, finally, that he wants to devote himself to the law, the former declares, "lawyers can never be great men." This only stiffens Wendell's determination to enter the legal profession. His thirst for knowledge is not satisfied by the regular course of study. After being sworn in to the bar, he plunges so

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completely into work on a treatise on the common law that he becomes virtually a recluse. His Uncle John (Bramwell Fletcher) reminds Wendell that the girl he has long admired and often seen is a mature person such as he. Wendell welcomes the interruption, marries Fanny Dixwell (Anne Francis), and plunges back to work. He is determined to complete his book on the common law before he is 40, and almost kills himself to make the deadline. Scores of volumes on young Holmes' bookshelf bore the inscription: "Oliver Wendell Holmes Jr., from his loving father." But, on the evening of March 3, 1881, Wendell presents "The Common Law" to his father, inscribed: "O. W. Holmes, from his affectionate son, O. W. Holmes Jr." At last the son could pay his father in his own coin.

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WHO'S WHO

CHRISTOPHER PLUMMER (Oliver Wendell Holmes Jr.) came to America from Toronto, Canada, in 1953 to join the touring company of "Nina," and then toured with Katharine Cornell in "The Constant Wife," before making his Broadway bow in 1954 in "The Starcross Story," followed by "Home is the Hero," "The Dark Is Light Enough," "Medea," "The Lark," "Night of the Auk" and "J. B." His numerous TV credits include "Little Moon of Alban," "Johnny Belinda" and "A Doll's House," all on NBC-TV's "Hallmark Hall of Fame"; and "The Philadelphia Story" and "After Hours," both NBC-TV colorcast specials of the current season.

CEDRIC HARDWICKE (Oliver Wendell Holmes Sr.) has been a brilliant stage, screen and television actor for 55 years. He is noted not only as a distinguished star, but -- like the man he

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portrays in "Autocrat and Son" -- as an authority on many subjects and as a devastating wit. He is currently co-starred on Broadway with Gertrude Berg in "A Majority of One." He was knighted by King George V in 1934.

ANNE FRANCIS (Fanny Dixwell) started as a model at the age of seven, and as a radio performer in 1937 in child roles. Her motion picture credits include "Don't Go Near the Water," "Blackboard Jungle," "Bad Day at Black Rock," "Battle Cry," "Forbidden Planet" and "Susan Slept Here." Her many recent TV appearances have included "Presence of the Enemy" on "Studio One," "The Third Commandment" on "NBC Kaleidoscope," "Jeff McCleod, the Last Reb" on "Ford Startime," and guest appearances on "The David Niven Show," "Wagon Train," "Alfred Hitchcock Presents," "Climax" and "Playhouse 90."

ANN HARDING (Amelia Holmes) is a veteran star performer of stage, screen and television. Her motion picture credits include "Man in the Grey Flannel Suit," "The Magnificent Yankee," "Peter Ibbetson," and "It Happened on Fifth Avenue." Her many Broadway roles have been in such hits as "Goodbye My Fancy" and "The Trial of Mary Dugan," and she has been seen on TV as a guest star on "General Electric Theatre," "Climax," "Lux Theatre," "Kraft Theatre," "Schlitz Playhouse," "NBC Matinee Theater" and "Playwrights '56."

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